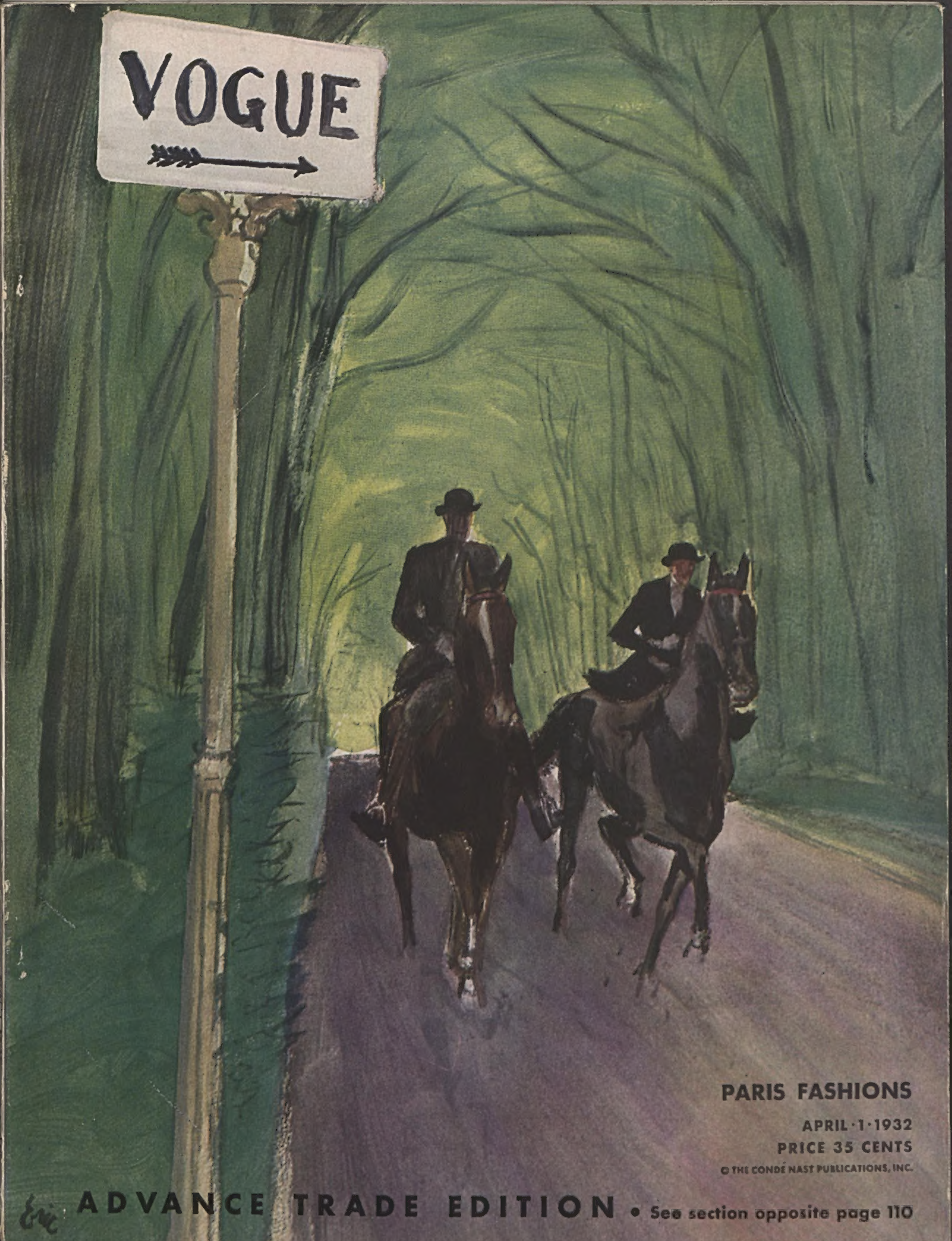


PARIS FASHIONS

APRIL · 1 · 1932

PRICE 35 CENTS

© THE CONDÉ NAST PUBLICATIONS, INC.

ADVANCE TRADE EDITION

• See section opposite page 110

BYZANCE



Men Like Perfume

Those telling moments—an instant's closeness—a drift of fragrance—conquest. To men, Byzance is irresistible. Women with the gift of being devastating know it. . . .

PARFUMS GRENOVILLE, 501 FIFTH AVENUE, NEW YORK

TIFFANY & CO.

JEWELERS SILVERSMITHS STATIONERS



Diamond Jewelry
Enduring Quality

MAIL INQUIRIES RECEIVE PROMPT ATTENTION

FIFTH AVENUE & 37TH STREET
NEW YORK
PARIS LONDON

Three little STRAW HATS *go to market!*

KNOX

Clever, these Knox designers! They've done it again, weaving colorful straw and provocative style into a symphonic arrangement of crown and brim that's *sure* to strike a happily responsive chord in the hearts of all femininity. Key yourself up for a perfectly delectable surprise when *you* go to market to select the favorite one of this trio which best harmonizes with your very own head!



Fine ballibuntl with the new pinched pointed crown. $15



The 1932 straw "Vagabond" comes in Black, Natural, Brown, Guardsman Blue, Paris Taxi Red, Cornflower, White and Kiltie Green. Headsizes 21 to 23½.* $5

If you want a straw "Vagabond*" and there is no Knox women's agency in your city write directly to the Knox Hat Co., 711 Fifth Avenue, New York, enclosing check for $5 together with head size and color desired and we will send it to you within forty-eight hours.

P.S. Many women buy several.

ABOVE: *Knox straw sailor with narrow brim and smart buckled band.* . . $12.50

Here are a few shops where the smart new Knox Hats may be obtained

B. Altman & Co., New York
The J. L. Hudson Co., Detroit
Halle Bros. Co., Cleveland
Halle Bros. Co., Erie, Pa.
Halle Bros. Co., Canton, Ohio
Halle Bros. Co., Warren, Pa.
Halle Bros. Co., Mansfield, Ohio
Field's, Milwaukee, Wis.
Fowler Dick Walker Co., Binghamton, N.Y.
O'Malley Shop, Syracuse
Hitzelberger's, Utica, N.Y.
Sage Allen & Co., Hartford, Conn.
Ed Malley Co., New Haven, Conn.
The Sports Shop, New London
Frank W. Delano & Co., Boston
A. E. Brady Co., Inc., Brockton, Mass.
Raleigh Haberdasher, Washington
Gimbel Brothers, Philadelphia
Bowman & Co., Harrisburg, Pa.
McCreery & Co., Pittsburgh
Stix, Baer & Fuller Co., St. Louis
Emery Bird Thayer & Co., Kansas City, Mo.
John T. Shayne & Co., Chicago
The Young Quinlan Co. Minneapolis
Daniels & Fisher Stores Co., Denver
Goldwater Mercantile Co., Phoenix, Ariz.
Grey Shop, Reno, Nevada
Makoff's, Salt Lake City
Haddad, Spokane, Wash.
Graham's, Tacoma, Wash.
J. W. Robinson Co., Los Angeles
Flornina Shop, Pasadena, Cal.
Boelzner Hat Shop, Boston, Mass.
Dorothy Shoppe, Long Beach, Cal.
Levy Brothers, San Mateo, Cal.
Allen's Hat Shop, Santa Barbara
Sanger Bros. Inc., Dallas, Tex.
Josephine Theis, Austin, Tex.
Popular Dry Goods, El Paso, Tex.
Levy Bros. Dry Goods Co., Houston
Krauss Millinery, New Orleans
D.H. Holmes Co. Ltd., New Orleans
John Gerber Co., Memphis
Cora Owens, Jackson, Tenn.
Anderson Dulin & Varnell Knoxville, Tenn.
Jacobs & Levy, Richmond, Va.
Marion Elizabeth Shop Charleston, S.C.
Davison-Paxon Co., Atlanta
Sport Shop, Albany, Ga.
Elizabethan Shoppe, Montgomery, Ala.
Cora Chandler Shop, Boston, Mass.
Pearlman Co., Gloversville, N.Y.
Odum, Bowers & White, Birmingham, Ala.

and at the Knox Women's Shops, New York, San Francisco and Seattle

THE KNOX HAT CO · 711 FIFTH AVE · NEW YORK, N.Y.

VOGUE
April 1st, 1932

Vogue is published semi-monthly by The Condé Nast Publications, Inc., Boston Post Road, Greenwich, Conn. Executive and Publishing offices, Greenwich, Conn. Entered as second class matter at the Post Office at Greenwich, Conn., under the Act of March 3rd, 1879. Editorial offices, Graybar Bldg., Lexington at 43rd, New York, N.Y. Subscriptions for the United States, Porto Rico and the Philippines, $6.00 a year in advance; in Canada, $1.50 a year extra postage.

Vol. 79, No. 7
Whole No. 1433

TUCKS AND JACKETS ADD CHIC TO YOUR APRIL FROCKS

This quartette of Best favorites, each

19.75



MODEL 414 — Sleeveless canton crêpe dress with bolero jacket and bright scarf. Black or navy with red trimming. Sizes 14s to 20. 19.75.

MODEL 415—All-over tucked frock of flat crêpe with brief jacket. Nassau blue, beige, or jadestone green. Sizes 14s to 20. 19.75.

MODEL 416—A printed silk top and sash trim this jacket frock. Black with green print top, or navy with lighter blue print. Sizes 14s to 20. 19.75.

MODEL 417—This all-over tucked frock is one of our biggest successes. Flat crêpe in Nassau blue, beige, or jadestone green. Sizes 14s to 20. 19.75.

• Our representatives hold fashion exhibits in most of the larger cities east of the Mississippi. Write for date and place of showing in your town or nearby.

Best & Co.

FIFTH AVENUE

Branches at Garden City, Mamaroneck, East Orange, Boston

• Mail orders filled. A charge account simplifies long distance shopping.

Entire Contents Copyrighted by Best & Co., Inc., 1932



The Symphony After Dinner Coffee Service — *Lady Diana* — *The New Symphony* — *Louis XIV*

SEE THESE PATTERNS IN YOUR OWN HOME BEFORE YOU DECIDE

Ask your jeweler for them, or send to us for a private "Bride's Pre-view Showing"

YOU only choose your silver pattern once in a lifetime. Be sure to see the style and sparkling beauty of these Sterling patterns on your own linens. Handle the knife and fork, as well as the spoon, for only then can you know their comfortable, well-balanced feeling in the hand. Each design harmonizes pleasingly with the linens and table appointments of today.

How can we describe to you the flawless finish which characterizes TOWLE Sterling. Our craftsmen only achieve it by precise methods and unusual care. We are very proud of it. If this seems egotistical, or "just advertising," please don't take our word for it. Ask a good jeweler, one who knows his Sterling.

THE TOWLE SILVERSMITHS

He will tell you, too, that we are the largest silversmiths who make Sterling only—with craft traditions back to 1690.

TOWLE patterns have an exclusive style and fine workmanship *which is built up to a standard, not down to a price!* Yet Lady Diana and Louis XIV are priced 20% to 25% lower than two years ago, and the very new SYMPHONY is priced the lowest of any new TOWLE pattern in the last sixteen years.

Again we urge you—see these patterns in your own home. Let the silver speak for itself, as it will have to for all the years you are going to use it on your table. TOWLE patterns are open stock. You can add to your set for many, many years.

NEWBURYPORT, MASSACHUSETTS

☐ Script ☐ Old English ☐ Modern

DEPT. K-4: *I enclose $1.50 for a* "BRIDE'S PRE-VIEW SHOWING." *I understand that this includes Emily Post's* "BRIDAL SILVER AND WEDDING CUSTOMS," *on the newer wedding conventions, a folder of engravings and prices, and a teaspoon in the* _____ *pattern, engraved with my initial* _____, *in the style checked at right.*

Name _____

Address _____

My jeweler is _____

☆

PALEST HYACINTH BLUE

for Evening



Von Horn

Broad shoulders, and the wrapped effect above the normal waist-line are achieved by the simple means of a cleverly-arranged scarf in this aquarelle flamisol evening gown. Its subtle French blue is relieved by a corsage of two strange pale-rose flowers.

The scarf may also be tied in a bow.

ON THE PLAZA · NEW YORK

BERGDORF GOODMAN

5TH AVENUE AT 58TH STREET



She moves with graceful ease who walks in Travelese



Going places and doing things—moving sprightly here and there with never a thought of foot fatigue. Keenly alive to the charming simplicity of this superbly smart walking shoe. And knowing too, that Travelese correctly interprets the modern vogue for shoe comfort, stylishly fashioned. The better stores are showing Travelese in beautiful new leathers and combination effects.

Laird Schober & Co. Philadelphia

LAIRD, SCHOBER AND COMPANY

TRAVELESE

REGISTERED

Henri Bendel Inc.
10 West Fifty-Seventh Street

IMPOSSIBLE *really* to copy a Paris model unless one copies its *spirit*, too. So truly Parisian in spirit is the house of Bendel that it is only natural that women who understand the art of reproducing French fashions should prefer them as Bendel recreates them. Our collection of this season is, we think, the most inspiring Paris has sent in ages!



You can easily identify FORSTMANN WOOLENS



© F. W. CO., 1932

In this period of uncertainty when you cannot always tell whether prices are really lower . . . or quality merely poorer . . . the Forstmann Ensemble Tag is a perfect guide for the woman who demands in her costume that beauty inherent only in the finest materials. Many good shops identify garments of Forstmann Woolens with this tag. It contains a sample of the fabric selected, enabling you to choose just the right accessories . . . which are created each season especially to harmonize with Forstmann colors.

FORSTMANN  WOOLENS

Forstmann Woolen Company, Passaic, N. J.; Sales Headquarters: Julius Forstmann Corp., 200 Madison Ave., New York

Franklin Simon & Co.

A Store of Individual Shops

FIFTH AVENUE, 37th and 38th Sts., NEW YORK

STICK TO YOUR KNITTED FASHIONS

INDIVIDUAL SPORTS SHOP
SECOND FLOOR



The Sports Shop for Women or Misses Presents

FROM LEFT TO RIGHT—

The Chenille Knitted Dress with lacy crocheted Yoke and Ribbed Waist	25.00
The Bouclé Three-piece Costume with Braided Cut-out Slip-over . .	39.50
The Bouclé Three-piece Costume with the New High Waistline Skirt .	49.50
The Bouclé Three-piece Costume with Frilled Lacy Slip-over Blouse .	29.50

In town or country colors

Our New Greenwich Shop Is Now Open . . . Putnam Ave., Boston Post Road and Deerfield Drive, Greenwich, Connecticut



In the Spotlight of SPRING FASHION

Just slip into a pair of new Florsheim Shoes . . . look at them in your mirror . . . walk a mile . . . then you'll know why they are called "America's Most Comfortable Style Shoes." They're so trim and smart looking . . . so easy on your feet . . . and their longer wear keeps them in step with the economical shoe budget.

THE Florsheim SHOE

The FLORSHEIM Shoe

$8.50 to $10 Feeture Arch Styles...$10



Von Horn

BOLD CHECKS AND BRIGHT DOTS . . . Gay as spring itself, these jacket frocks. Diagonal checked Milanese for one, in a short sleeve dress with trim-tailored jacket. One of those nice "uncrushables" for your week-end jaunt. Copenhagen, navy, green, black . . . with white; brown with eggshell . . $35

The American idol, polka dot crêpe, in a 1932 version. Wide revers. Narrow waist. A jacket for coatless days. Copenhagen, light navy, navy, brown, green, black . . . with white . $29.50

CREATED AND DISTRIBUTED IN THE U. S. BY WILKIN-MALITO, INC., 500 SEVENTH AVENUE, NEW YORK CITY AND IN CANADA BY GOULD-SAMUEL & CO., LTD., MONTREAL. SOLD BY ALL GOLFLEX DEALERS. FEATURED BY

• THE TAILORED WOMAN
632 Fifth Avenue, New York
750 North Michigan Avenue, Chicago

GOLFLEX

Copyright 1932, Wilkin-Malito, Inc.

ALL THESE FINE STORES

If you are accustomed to making your clothes or having them made, you know that there are patterns and patterns. The better the pattern, the better the dress.

You spend many dollars on your materials. Is it not good economy to spend a few extra pennies for your pattern? Vogue Patterns are a bit more expensive—and a lot more economical. Those few extra cents constitute style-insurance, without which even finest fabric and most skillful sewing count for nothing. It takes a Vogue pattern to make a "Vogue" dress.

ALABAMA
BIRMINGHAM
Pizitz,
Burger-Phillips Company
DOTHAN
Blumberg & Sons
MONTGOMERY
Montgomery Fair
TUSCALOOSA
Louis Wiesel, Inc.

ARIZONA
PHOENIX
Korrick's Dry Goods Co.
TUCSON
Albert Steinfeld & Co.

ARKANSAS
LITTLE ROCK
The Gus Blass Company

CALIFORNIA
ALAMEDA
Konigshofer's
ALHAMBRA
Krause's Department Store
BAKERSFIELD
Malcolm Brock Company,
Redlick Mercantile Co.
BERKELEY
J. F. Hink & Son, Inc.
BURLINGAME
Levy Bros.
FRESNO
Radin & Kamp, Inc.
FULLERTON
Chapman-Wickett Co.
GLENDALE
H. S. Webb & Co.
HOLLYWOOD
Robertson's,
The Broadway Hollywood
LONG BEACH
Buffums'
LOS ANGELES
J. W. Robinson Co.,
Bullock's,
The May Co.,
Broadway Department Store, Inc.
MODESTO
Latz's Dept. Store
MONROVIA
McBratney's
OAKLAND
The H. C. Capwell Co.,
Capwell, Sullivan & Furth,
B. F. Schlesinger & Son, Inc.
PALO ALTO
J. F. Hink & Son, Inc.
PASADENA
Dunning's Silk Store
POMONA
Orange Belt Emporium
RIVERSIDE
G. Rouse & Co.
SACRAMENTO
Weinstock Lubin & Company,
Hale Bros., Inc., 9th & K Sts.
SAN BERNARDINO
The Harris Company
SAN DIEGO
The Marston Company
SAN FRANCISCO
The White House,
Raphael Weill & Co.,
City of Paris,
The Emporium,
O'Connor, Moffatt & Co.
SAN JOSE
O. A. Hale & Co.
SAN MATEO
Levy Bros.
SANTA ANA
Rankin Dry Goods Co.
SANTA BARBARA
Trenwith's, Inc.
SANTA MONICA
Bay Department Store
SANTA ROSA
The White House,
W. R. Carithers & Sons, Inc.
STOCKTON
Smith & Lang

COLORADO
BOULDER
The White-Davis Mercantile Co.
COLORADO SPRINGS
T. C. Kirkwood, Inc.

COLORADO (Cont.)
DENVER
The Joslin Dry Goods Co.,
The Denver Dry Goods Co.,
Daniels & Fisher,
The May Co.,
The A. T. Lewis & Son Dry Goods Co.
PUEBLO
The Crews-Beggs Dry Goods Co.

CONNECTICUT
BRIDGEPORT
The D. M. Read Co.
DANBURY
John McLean, Inc.
GREENWICH
The Charles N. Mead Co.
HARTFORD
Sage-Allen & Co., Inc.,
G. Fox & Company
MERIDEN
The Ives, Upham & Rand Co.
MIDDLETOWN
The James H. Bunce Co.
NEW BRITAIN
Davidson & Leventhal
NEW HAVEN
The Edw. Malley Co.
STAMFORD
The C. O. Miller Co.
WATERBURY
The Miller & Peck Company

DELAWARE
WILMINGTON
Crosby & Hill Co.

DISTRICT OF COLUMBIA
WASHINGTON
Woodward & Lothrop,
Lansburgh & Bro.,
S. Kann Sons Co.

FLORIDA
JACKSONVILLE
Cohen Bros.
LAKELAND
The Silk Shoppe
MIAMI
Burdine's, Inc.
ORLANDO
Dickson-Ives Co.
ST. PETERSBURG
The Wilson-Chase Company
TAMPA
Maas Brothers,
O. Falk's Department Store
WEST PALM BEACH
Hatch's, Inc.

GEORGIA
ALBANY
R. L. Jones Co.
ATLANTA
Davison-Paxson Company,
Rich's, Inc.
AUGUSTA
J. B. White & Co.
COLUMBUS
J. A. Kirven Co.
MACON
The Union Dry Goods Co.
SAVANNAH
Morrison-Sullivan Dry Goods Co.

IDAHO
BOISE
The Falk Merc. Co.

ILLINOIS
BLOOMINGTON
Mayer Livingston & Co.
CHAMPAIGN
G. C. Willis
CHICAGO
Carson Pirie Scott & Co.,
Marshall Field & Company,
Chas. A. Stevens & Bro.,
Zax Brothers, 1307-09 E. 63rd Street
DANVILLE
Straus & Louis Company
DECATUR
William Gushard Company
ELGIN
Ackermann Bros.
EVANSTON
Lord's,
Marshall Field & Company
FREEPORT
F. A. Read Co.

ILLINOIS (Cont.)
JOLIET
L. F. Beach Co.
OAK PARK
Marshall Field & Company
OTTAWA
L. M. Lucey & Co.
PEORIA
Block & Kuhl Co.
ROCKFORD
D. J. Stewart & Co.
SPRINGFIELD
The John Bressmer Co.
WAUKEGAN
The Globe Department Store

INDIANA
BLOOMINGTON
Breeden & Co.
EVANSVILLE
John F. Stephens, Inc.
INDIANAPOLIS
L. S. Ayres & Co.,
H. P. Wasson and Company
SOUTH BEND
The Ellsworth Store
TERRE HAUTE
The Root Dry Goods Company

IOWA
AMES
The Tilden Store Company
CEDAR RAPIDS
The Killian Company
DAVENPORT
Peterson-Harned-Von Maur
DES MOINES
Younker Brothers, Inc.
SIOUX CITY
Pelletier's

KANSAS
HUTCHINSON
The Pegues-Wright Co.
LAWRENCE
Weavers
TOPEKA
The Crosby Brothers Company
WICHITA
The Geo. Innes Co.

KENTUCKY
FRANKFORT
W. S. Farmer & Son
LEXINGTON
Wolf-Wile Co.
LOUISVILLE
The Stewart Dry Goods Co.
PADUCAH
The E. Guthrie Co.

LOUISIANA
MONROE
Masur Brothers
NEW ORLEANS
D. H. Holmes Co., Limited

MAINE
PORTLAND
Eastman Bros. & Brancroft

MARYLAND
BALTIMORE
Hutzler Brothers Co.,
O'Neill & Company, Inc.,
Stewart & Co.,
Hochschild, Kohn & Co.
FREDERICK
C. Thomas Kemp
HAGERSTOWN
Leiter Brothers

MASSACHUSETTS
ATTLEBORO
Fine's
BOSTON
R. H. Stearns Company,
Jordan Marsh Company,
R. H. White Company,
C. F. Hovey Company
LOWELL
The Bon Marché D. G. Co.
PITTSFIELD
England Brothers, Inc.
SALEM
William G. Webber Co.
SPRINGFIELD
Forbes & Wallace, Inc.
Meekins, Packard & Wheat, Inc.

MASSACHUSETTS (Cont.)
WORCESTER
Slocum's Silk Store,
Denholm & McKay Co.

MICHIGAN
ANN ARBOR
Wm. Goodyear & Co.
BATTLE CREEK
L. W. Robinson Co.
DETROIT
The J. L. Hudson Company
GRAND RAPIDS
Wurzburg Dry Goods Co.,
Herpolsheimer Co.
KALAMAZOO
Gilmore Bro.
LANSING
J. W. Knapp Co.
SAGINAW
Wm. C. Wiechmann Co.

MINNESOTA
DULUTH
Silberstein & Bondy Co.
MINNEAPOLIS
The Dayton Company,
L. S. Donaldson Company
ST. PAUL
Schunemans & Mannheimers,
The Golden Rule
WINONA
H. Choate & Company

MISSISSIPPI
BILOXI
W. V. Joyce Co.
JACKSON
R. E. Kennington Co.
LAUREL
R. C. Gaddis Company

MISSOURI
KANSAS CITY
John Taylor Dry Goods Co.,
Emery, Bird, Thayer Dry Goods Co.
SEDALIA
C. W. Flower Dry Goods Co.
SPRINGFIELD
The Heer Stores Co.
ST. JOSEPH
The Townsend, Wyatt & Wall Dry Goods Company
ST. LOUIS
Stix, Baer & Fuller Dry Goods Company,
Scruggs-Vandervoort-Barney Dry Goods Co.,
Famous & Barr Co.

MONTANA
BILLINGS
The D. J. Cole Co.
GREAT FALLS
The Paris Dry Goods Co.
HELENA
The New York Dry Goods Co.
MISSOULA
Missoula Mercantile Co.

NEBRASKA
HASTINGS
Stein Bros. Co.
LINCOLN
Miller & Paine,
Gold & Co.
OMAHA
Thompson, Belden & Company,
Thomas Kilpatrick & Co.,
J. L. Brandeis & Sons

NEVADA
RENO
Gray, Reid, Wright Co.

NEW HAMPSHIRE
MANCHESTER
James W. Hill Company

NEW JERSEY
ASBURY PARK
Steinbach Company
ATLANTIC CITY
M. E. Blatt Co., The Department Store of Atlantic City
BOONTON
Zucker & Co., Inc.
EAST ORANGE
R. H. Muir, Inc.,
B. Altman & Co.
ELIZABETH
Milton Wolper
MONTCLAIR
Louis Harris
MORRISTOWN
Crane, Inc.

NEW JERSEY (Cont.)
NEWARK
L. Bamberger & Co.,
Kresge Department Store,
Hahne & Co.
NEW BRUNSWICK
P. J. Young Dry Goods Co.
PATERSON
Meyer Brothers
PLAINFIELD
Tepper Bros.
RUTHERFORD
William F. Telschow
TRENTON
Swern & Company,
H. M. Voorhees & Bros., 131-135 East State St.
UNION CITY
Holthausen

NEW YORK
NEW YORK CITY
B. Altman & Co.,
Lord & Taylor,
John Wanamaker,
R. H. Macy & Co., Inc.,
Jas. McCutcheon Co.,
James McCreery & Co.,
Arnold Constable & Co., Inc.,
Stern Brothers,
Bloomingdale Bros., Inc.
ALBANY
W. M. Whitney & Co.
BINGHAMTON
Sisson Bros., Welden Co.
BROOKLYN
Abraham & Straus,
Frederick Loeser & Co.
BUFFALO
Flint & Kent,
Adam, Meldrum & Anderson Co.,
J. N. Adam & Co.,
The Wm. Hengerer Co.
ELMIRA
S. F. Iszard Co.
HEMPSTEAD, L. I.
The Franklin Shop, Inc.
ITHACA
Rothschild Bros.
JAMAICA, L. I.
B. Gertz, Inc.,
Jamaica Ave.-162nd St.
JAMESTOWN
The Silk & Specialty Shop
KINGSTON
Rose & Gorman, Inc.
MIDDLETOWN
Tompkins Dry Goods Co.
NEWBURGH
Wm. T. Brown & Son
NEW ROCHELLE
Ware's
POUGHKEEPSIE
Luckey, Platt & Co.
ROCHESTER
McCurdy & Company, Inc.,
Sibley, Lindsay & Curr Co.
RYE
H. D. Halahan
SCHENECTADY
H. S. Barney Co.
SYRACUSE
Dey Brothers & Company
TROY
G. V. S. Quackenbush & Co.
UTICA
The Fitzgerald Silk Shop, Inc.
WATERTOWN
Smith & Perry, Inc.
WHITE PLAINS
Ackerman & Cantor, Inc.
YONKERS
Marshall Matheson Co.

NORTH CAROLINA
ASHEVILLE
Bon Marché, Inc.
CHARLOTTE
J. B. Ivey & Company
GREENSBORO
Ellis, Stone & Co.
RALEIGH
Boylan Pearce Co.
WILMINGTON
Belk-Williams Co.
WINSTON-SALEM
Ideal Dry Goods Co.

NORTH DAKOTA
GRAND FORKS
R. B. Griffith Co.

OHIO
AKRON
The A. Polsky Co.,
The M. O'Neil Company
ALLIANCE
Spring-Holzwarth
CINCINNATI
H. & S. Pogue Company,
The John Shillito Co.

OHIO (Cont.)
CLEVELAND
The Halle Bros. Co.,
The Higbee Company,
The Wm. Taylor Son & Co.
COLUMBUS
The F. & R. Lazarus & Co.
DAYTON
The Rike-Kumler Company
LANCASTER
Chas. P. Wiseman & Co.
LIMA
R. T. Gregg & Co.
NEWARK
John J. Carroll
PORTSMOUTH
The Marting Bros. Co.
TOLEDO
The Lasalle & Koch Co.,
The Lamson Brothers Co.
YOUNGSTOWN
The G. M. McKelvey Co.,
The Strouss-Hirshberg Co.

OKLAHOMA
OKLAHOMA CITY
The Kerr Dry Goods Co.
TULSA
The Brown-Dunkin Dry Goods Co.,
The Vandever Dry Goods Co., Inc.

OREGON
EUGENE
McMorran & Washburne
PORTLAND
Meier & Frank Co.,
Olds, Wortman & King
SALEM
The Miller Mercantile Co.

PENNSYLVANIA
ALTOONA
The Wm. F. Gable Co.
ALLENTOWN
Hess Brothers
ARDMORE
Strawbridge & Clothier
BETHLEHEM
The Bush & Bull Corp.
BUTLER
A. Troutman's Sons Co., Inc.
ERIE
Trask, Prescott & Richardson Co.
HARRISBURG
Pomeroy's, Inc.
LANCASTER
Hager & Bro.
NEW CASTLE
The Strouss-Hirshberg Co.
PHILADELPHIA
John Wanamaker,
Strawbridge & Clothier,
Gimbel Brothers
PITTSBURGH
Joseph Horne Co.,
Kaufmann's,
Boggs & Buhl,
Gimbel Brothers
READING
Pomeroy's, Inc.
SCRANTON
Scranton Dry Goods Co.
SHARON
The Sharon Store
STROUDSBURG
A. B. Wyckoff
WILKES-BARRE
The Isaac Long Store
WILLIAMSPORT
L. L. Stearns & Sons
YORK
Charles H. Bear & Company

RHODE ISLAND
PROVIDENCE
Gladding's, Inc.,
The Shepard Stores

SOUTH CAROLINA
CHARLESTON
The Kerrison Dry Goods Co.
FLORENCE
L. E. Waters
GREENVILLE
Meyers-Arnold Co.

SOUTH DAKOTA
ABERDEEN
Olwin-Angell

TENNESSEE
CHATTANOOGA
Miller Bros. Co.
KNOXVILLE
S. H. George & Sons
MEMPHIS
The John Gerber Co.
NASHVILLE
Cain-Sloan Co.,
Lebeck Bros., 514 Church St.,
Loveman, Berger & Teitlebaum

VOGUE PATTERN BOOK

SPRING ISSUE	Dec. 24
EARLY SUMMER ISSUE	Feb. 25
SUMMER ISSUE	April 25
EARLY AUTUMN ISSUE	June 25
AUTUMN ISSUE	Aug. 25
WINTER ISSUE	Oct. 25

Subscription for one year, $1.50. At stores and news stands, 35 cents a copy; by mail, 40 cents a copy.

SELL VOGUE PATTERNS

TEXAS
AMARILLO
White & Kirk, Inc.
AUSTIN
T. H. Williams & Co.
BEAUMONT
The Rosenthal Dry Goods Co.
DALLAS
Titche-Goettinger Co.,
A. Harris & Company
EL PASO
Popular Dry Goods Co.
FORT WORTH
Monnig's,
The Fair,
Schermerhorn Company
HOUSTON
Foley Brothers Dry Goods Co.,
Levy Bros. Dry Goods Co.
SAN ANTONIO
The Wolff & Marx Company
WACO
The Goldstein-Migel Co.

UTAH
SALT LAKE CITY
Zion's Co-operative Mercantile Institution

VERMONT
BURLINGTON
F. D. Abernethy, Inc.

VIRGINIA
DANVILLE
L. Herman
LYNCHBURG
D. Moses & Co., Inc.,
Guggenheimer's Inc.
NEWPORT NEWS
Sol Nachman's
Department Store

VIRGINIA (Cont.)
NORFOLK
Smith & Welton, Inc.
PETERSBURG
Rucker Rosenstock Inc.
RICHMOND
Thalhimer Bros., Inc.,
Miller & Rhoads, Inc.
ROANOKE
S. H. Heironimus Co., Inc.

WASHINGTON
BELLINGHAM
J. B. Wahl Store
SEATTLE
The MacDougall & Southwick Co.,
Frederick & Nelson
SPOKANE
Whitehouse Co.,
The Crescent
TACOMA
Rhodes Brothers
WALLA WALLA
A. M. Jensen Co.

WEST VIRGINIA
CHARLESTON
Coyle & Richardson
HUNTINGTON
Anderson-Newcomb Co.
PARKERSBURG
The Surprise Store
WHEELING
Stone & Thomas

WISCONSIN
APPLETON
The Pettibone-Peabody Co.
JANESVILLE
J. M. Bostwick & Sons
KENOSHA
The Barden Store Co.

WISCONSIN (Cont.)
MADISON
Harry S. Manchester, Inc.
MILWAUKEE
T. A. Chapman Co.,
Gimbel Brothers
RACINE
Zahn Dry Goods Co.

WYOMING
CASPER
Kassis Dry Goods Company
SHERIDAN
Stevens, Fryberger & Co.

PORTO RICO
SAN JUAN
P. Guisti & Co., Inc., Calle Allen 27

CUBA
HAVANA
Victor Campa Y Ca., S. en C.

CANADA

ALBERTA
CALGARY
Hudson's Bay Company
EDMONTON
Hudson's Bay Company

BRITISH COLUMBIA
VANCOUVER
Hudson's Bay Company
VICTORIA
Hudson's Bay Company

MANITOBA
WINNIPEG
Hudson's Bay Company,
The T. Eaton Co., Limited

NEW BRUNSWICK
ST. JOHN
Manchester Robertson Allison Limited, 27 King St.

NOVA SCOTIA
HALIFAX
The Wood Brothers Co. Ltd.

ONTARIO
HAMILTON
Finch Brothers, Limited, 29 King Street, West,
The T. Eaton Co., Limited
LONDON
Smallman & Ingram, Limited, 149-157 Dundas Street
OTTAWA
Murphy-Gamble, Limited, Sparks Street
ST. CATHARINES
Canadian Department Stores Limited, 17 St. Paul St.
TORONTO
The Robert Simpson Company, Limited,
The T. Eaton Co., Limited

QUEBEC
MONTREAL
Henry Morgan & Company Limited,
The Robert Simpson Montreal Limited,
The T. Eaton Co., Limited
QUEBEC
Myrand & Pouliot, Limitée, 205-215 St. Joseph Street

SASKATCHEWAN
SASKATOON
Hudson's Bay Company

VOGUE PATTERNS

may now be obtained in all of the leading American and European cities. They may be purchased in the shops listed here where one may secure expert fashion advice about personal clothes problems, and see the coloured sketches of all the new models.

HOW TO ORDER BY MAIL

Vogue Patterns may be ordered by mail from any of the distributors listed here or from Vogue Pattern Service, Greenwich, Conn., 1199 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California. In Canada, 70 Bond Street, Toronto, Ontario.

IN ORDERING

state the full pattern number of the pattern you select. When ordering skirts give both the waist and the hip measure; when ordering misses' or children's designs state age.

HOW TO SEND MONEY

Vogue does not make provision for charge accounts or C.O.D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or offices from which you order.



SEVEN VOGUE PATTERN VERSIONS OF WHAT TO DO WHEN SPRING COMES

The ARISTOCRAT of Knitted Wear



JOEL FEDER

..in the very newest fabric

The Aristocrat of Knitted Wear
Marinette

VEL-MAR . . . just out . . . loveliest of all knitted fabrics . . . with the softness of eider-down and the delicate sheen of jewels! VEL-MAR is the one material worthy of this chic, new Marinette creation, an advance reflection of Fashion's dictum for Spring, 1932.

Here in all the charming pastel shades and vivid color combinations is an extremely tailored three-piece sport suit, which becomes a two-piece suit with modish blouse by laying aside the smart short jacket. Detachable scarf and blouse are in our new lacy Wave Mesh pattern, simulating fine hand-knitting.

In Vel-Mar this new Marinette Model—1820—at the better stores . . . $29.50. This model well exemplifies the exclusive style appeal of the wide range of Marinette one- two- and three-piece creations priced from $16.50 to $65.00.

If you have not seen Marinette's new Summer and Spring Style Creations write for the name of the Marinette dealer nearest you.

MARINETTE *Knitted* FROCKS

MARINETTE KNITTING MILLS
MARINETTE WISCONSIN

BE CRITICAL

is the new buy-word of fashion, now that low prices, merely as low prices, have definitely ceased to be news. To appear your best without extravagance these days you must shop with a shrewd eye for genuine value. And may we point out in this respect that amid all the tumult and the shouting of price confusion Queen Quality shoes have never ceased to be queenly. You will find the shop in your city featuring Queen Quality to be a delightful refuge from shoe-shopping problems—where you can combine the pleasure of finding the exact shoes you have looked for with the thrill of getting them for only $6—De Luxe models up to $8.50.*

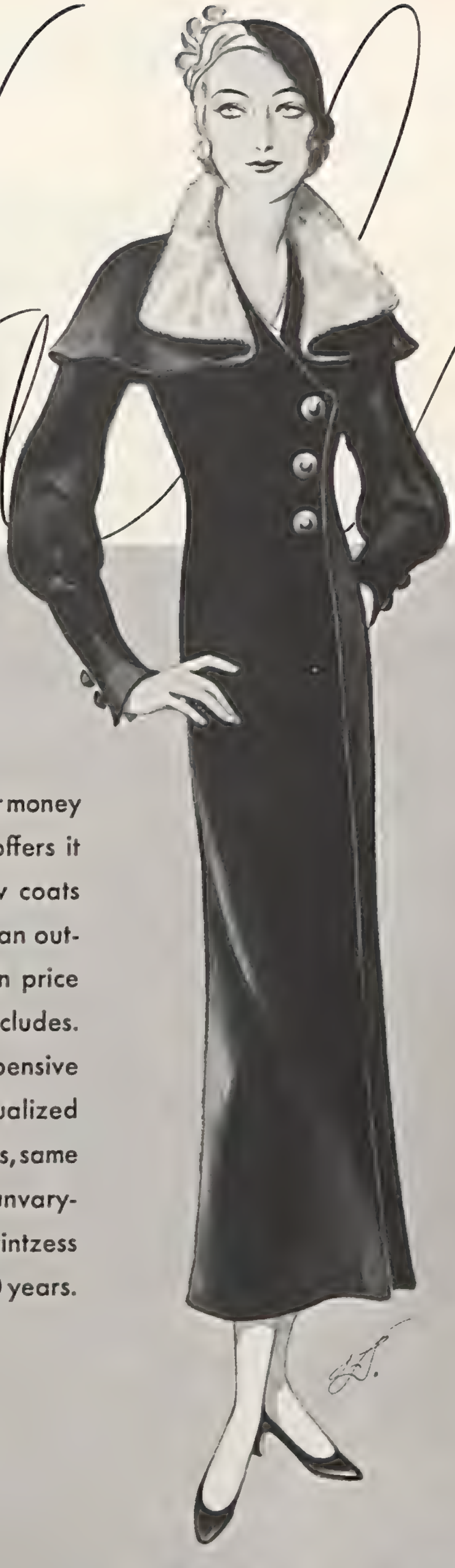
Queen Quality
REG. U. S. PAT. OFF.
SHOES

Queen Quality Shoe Company, St. Louis. Division of International Shoe Co.



*If you prefer an arch-type shoe, Queen Quality Arch Form footwear, with its unusual combination of pure style and genuine grace-giving qualities, merits your critical consideration

Value



We all want more for our money this Spring. Printzess offers it in the smartest of new coats and suits. Every one is an outstanding value, both in price and in what the price includes. For even the least expensive has the same individualized style, same tested fabrics, same unsurpassed fit, same unvarying quality for which Printzess has been famous for 40 years.

Try on the chic new Printzess Garments at a leading store in your community. "Travelures" for sport and for travel wear, "Petites" for shorter figures, and cleverly tailored suits are all included. Be sure to look for the label! It identifies Printzess value. . . . New low prices, $16.50 to $69.50. The Printz-Biederman Co., Cleveland . . . . New York.

Printzess
DESIGNED AND TAILORED BY
Printz

Printzess
COATS AND SUITS



Today's Smart Silhouette

From the tilt of her hat to the graceful arch of her deftly patterned Enna Jettick Shoes, the silhouette of the smart woman proclaims beauty of style.... Examine the clever Parisian designs, the fine leathers and fabrics, the careful craftsmanship of Enna Jettick Shoes....They are not only in style, but are also in step with your demands for more for your money—priced at $5.00 and $6.00—none higher. You Need No Longer Be Told That You Have An Expensive Foot....Enna Jettick Shoes made in 177 sizes and widths—from 1 to 12—from AAAAA to EEE—enable Enna Jettick dealers to fit your foot perfectly and stylishly ....Look for the nearest Enna Jettick dealer in the classified section of your local telephone directory under "Shoes."

Enna Jetticks are worn and endorsed by more women than any other shoe.



ENNA JETTICK
SILHOUETTES

The Original Radio Shoe

FIVE AND SIX DOLLARS

The fashions that bloom in the spring, tra la

SPRING's a fickle jade. Now you see her, now you don't. And then, she suddenly smiles at you, and you forgive all, and go out to buy new clothes. • Such clothes! Knitted things, as a matter of course, this year. One-piece dresses, with absurd little puffy sleeves, with intriguing necklines, and wide ribbing covered by a belt at the waistline (waistlines, incidentally, are rising by the hour). Surfaces that you can't tell from the new French woolens (for it's part of the picture now that every fabric must look like something it isn't). Colors with alarming names but perfectly heavenly tones. • And where will you find these fashion-plums? Look no farther than Bradley. These are the clothes we sent to Palm Beach (in the nicest trunks), and the clothes that you'll see at Aiken now. • Here in New York they're leading a double life already, but you'll meet them at all the very best places, whether in town or country . . . for you can't keep a good thing down. • And if your morale is low just now, treat yourself to a dose of the most effective spring tonic we've ever seen. Prescriptions filled at any fashion-conscious shop . . . in any fashion-minded town. The Bradley Knitting Company, Delavan, Wisconsin. *Slip into a Bradley and out-of-doors.*

• "That nautical look we've been cultivating is still as good as ever. And this frock, which Dorothy took to Aiken with her last month, shows the newest version. It's knitted in a rough, chenille stitch, with a ropy cord laced through the neck and sleeves. In white with Salerno blue, or any of the other Bradley combinations. (No. 7102D, about $19.50.)

• "Trust Elizabeth to recognize the newest fashion-quirk! When I told her about Bradley's new one-piece frocks with crochet-mesh blouse and pattern knitted skirt, and about that gorgeous new Bradley color, Toro red, she went right out and bought this dress. Pauline chose exactly the same thing in Salerno blue. (No. 79221N, about $16.50.)

• "Pauline, with her lovely gold hair, is a picture in this chenille-knit yellow dress. I knew she would like the surplice neck, for it's very new, and so is the knitted belt. Other colors are fruit green, Toro red (a salmon-coral), Salerno blue, and white, of course. (No. 7193D, about $19.50.)" From a letter of Lisa Potter, Bradley shopping adviser.

B R A D L E Y

© 193



DEC. 3rd
Goodbye to
NEW YORK

MADEIRA
GIBRALTAR
ALGIERS

Full-size tennis-court on this ship

MONTE CARLO
NAPLES

Squash-racquets too

ATHENS
JERUSALEM
Christmas Eve in
BETHLEHEM

New Year's Eve in
CAIRO

INDIA
CEYLON

Largest swimming pool afloat

More space per individual passenger than any other liner

Empress of Britain WORLD CRUISE



BATAVIA
SINGAPORE
BANGKOK

That whimsical Knickerbocker Bar!

MANILA
CHINA
JAPAN

Dances, entertainments like the finest resort hotels

HAWAII
PANAMA
CUBA

Only Class AA, 5-day-to-Europe liner to make a World Cruise

Back to
NEW YORK

129 DAYS
23 COUNTRIES
81 PORTS AND PLACES

10TH ANNUAL
WORLD CRUISE

Rent a "Round-the-World" apartment

New idea! Plan to live next winter on the Empress of Britain. Rent one of her luxury apartments. Amuse yourself with her smart-world sports and entertainments. Enjoy her spacious sea-and-shore living and see the world.

It costs no more than four months of winter on one grey, unchanging street at home. Or a stay at some uneventful resort. But this marvellous hotel moves from place to place around the entire globe. You see . . . not the neighbors' lace curtains . . . but a pageant of strange races, incredible color, unimaginable architecture.

You shop in bazaars. You ride in rickshaws, on camels. Tropic fruits give zest to the ship's menu. You make interesting and cherished acquaintances. This four months' cruise magnificent puts an unforgettable interlude of bright pictures in your life. You'll never wonder, "Let's see, where were we living in the winter of 1932?" You'll know!

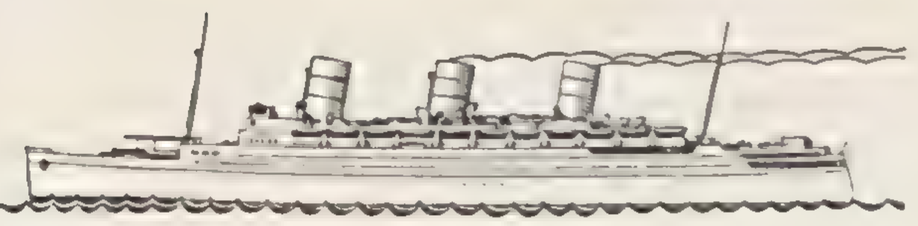
Fares as low as $2,250. See deck plans, study the itinerary. Your own agent, or any Canadian Pacific office: New York, Chicago, Boston, Philadelphia, Montreal, and 30 other cities in U. S. and Canada.

Empress of Britain World Cruise sailing from New York December 3, 1932.

This season's Trans-Atlantic sailings from Québec to Cherbourg, Southampton: May 29, June 16, July 2, July 20, August 6, August 20, September 3, September 17, October 1, October 15.

WORLD'S GREATEST TRAVEL SYSTEM

Canadian Pacific



For Branch offices see Travel Directory on pages 20 and 21

VOGUE'S TRAVEL DIRECTORY

Arrowhead Springs CALIFORNIA

Arrowhead Springs Hotel & Bungalows. In foothills. Mineral waters. Baths. Golf, Riding, Tennis, Swimming. Excellent food, American Plan. Booklet.

Hollywood

Hollywood Plaza. The most convenient hotel in Hollywood. Attractive, modest and homelike, with excellent cuisine. Reasonable rates. Write for booklet.

Long Beach

Hotel Virginia. One of California's finest hotels. Spacious lawns. Overlooking Pacific Ocean. All recreations. American Plan. Unexcelled Cuisine. Golf.

Los Angeles

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to Wm. McIlroy, 621 South Grand Avenue, Trinity 3258.

French Line. For rates, reservations, information, call or write Harold G. de Golia, 508 West 6th Street, Tucker 4231.

Matson Navigation Company. For rates, reservations, information, call or write Los Angeles Steamship Co., 730 South Broadway, Van Dyke 8101.

North German Lloyd. Apply to C. H. Walden, General Passenger Agent, 620 So. Hill St. Tel. Madison 2681, or your local agent.

Pasadena

Vista del Arroyo Hotel and Bungalows. In the beautiful westerly residential section. On brink of Arroyo (canyon). 400 rooms. Open all year.

San Francisco

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to F. L. Nason, 675 Market Street, Sutter 1585.

French Line. For rates, reservations, information, call or write Capt. B. Aillet, 562 Market Street, Sutter 7557.

Matson Navigation Company. For rates, reservations, information, call or write 215 Market Street, Douglass 5233.

North German Lloyd. For rates, reservations, information apply to 626 Market Street, or your local agent.

Santa Barbara

El Encanto Hotel. California's most delightful hotel and bungalows. On the Riviera overlooking sea and mountains. Excellent cuisine. Golf, Riding.

Miramar Hotel and Bungalows. Situated on Pacific Ocean. Garden spot of California. Golf, Tennis, Riding, Country Clubs. Exclusive residential section.

Yosemite National Park

The Ahwahnee. No California visit is complete without Yosemite—and the aristocratic Ahwahnee. All year. American Plan. $10.00 to $16.00.

Brook Forest COLORADO

Brook Forest Inn. A Swiss Chalet in the Rockies, open April to November. Altitude 8000 ft. Riding horses. Edwin F. Welz, Owner. Ask for folder.

Parshall

Buckhorn Lodge. Ranch. Mountains, trout fishing, hunting, horses, guide, sports, camp fire, own dairy, garden, excellent cuisine, thoroughly modern. Booklet.

DISTRICT OF COLUMBIA

Washington

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to C. E. Phelps, 14th & New York Ave., National 0758.

French Line. For rates, reservations, information, call or write J. F. Nolan, 1429 Eye Street, N. W., Metropolitan 1440.

Atlanta GEORGIA

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to K. A. Cook, Suite 404, Citizens & Southern Natl. Bk. Bldg. Walnut 2217.

French Line. For rates, reservations, information, call or write Philip Lutz, 616 Healey Building, Main 4000.

North German Lloyd. Apply to Walter Ward, General Passenger Agent, 68 Broad St., N. W., Tel. Walnut 5336, or your local agent.

Chicago ILLINOIS

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to E. A. Kenney, 71 E. Jackson Blvd., Wabash 1904.

French Line. For rates, reservations, information, call or write F. C. Bush, 243 North Michigan Avenue, Central 5969.

Matson Navigation Company. For rates, reservations, information, call or write 230 North Michigan Avenue, Randolph 8344.

North German Lloyd. Apply to L. Plate, General Western Passenger Manager, 130 W. Randolph St., Tel. Franklin 4130, or your local agent.

French Lick INDIANA

French Lick Springs Hotel. Smart—Sophisticated—Spa—Europe's famous pleasure & health resort attractions. Climate—ideal. Home of Pluto. Amer. Plan.

New Orleans LOUISIANA

French Line. For rates, reservations, information, call or write E. P. Belot, 718 Common Street, Main 6520.

Bethel MAINE

Bethel Inn. "The Inn of Individuality." For rest and recreation. Modern, unusual. Sun parlors. Elevator. Select clientele. Heated garages. Booklet.

Moosehead Lake

Squaw Mountain Inn. "Vacation Paradise." No hay fever. Golf, all sports on premises. Homelike. Excellent cuisine. Am. Plan $6-$10 day. May-Oct. Booklet.

Poland Spring

Poland Spring House. Maine's foremost resort, open June to Oct. Mansion House, always open. Excellent 18-hole golf course. Home of Poland Water.

Prout's Neck

Black Point Inn. Overlooking ocean. Modern, finest appointments. Golf, tennis, bathing. Club atmosphere. Non-housekeeping cottages. Mrs. S. N. Boyd, Mgr.

York Harbor

Marshall House. Also the Emerson and Cottages. Fire sprinklers, throughout. Superb location on ocean and river. Golf, bathing, orchestra, elevators.

Baltimore MARYLAND

French Line. For rates, reservations, information, call or write Hugh F. Coyle, 11 West Franklin Street, Vernon 7606.

North German Lloyd. Apply to George Dederer, General Agent, Charles & Redwood Sts., Tel. Plaza 0161, or your local agent.

MASSACHUSETTS

The Berkshires—Williamstown

The Greylock. In the village beautiful. 165 Rooms. Season May to November. $6. per day up. American Plan. Golf, Tennis, Booklet.

Boston

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to L. R. Hart, 405 Boylston Street, Kenmore 7351.

French Line. For rates, reservations, information, call or write H. A. Highman, 421 Boylston Street, Commonwealth 5140.

The Lenox, Brunswick and Bradford. Three famous Boston hotels under L. C. Prior Management—9 dining rooms. Garage service. Room tariff $3.-$5.

North German Lloyd. Apply to Christopher de Groot, General Passenger Agent, 252 Boylston St., Tel. Commonwealth 1155, or your local agent.

Hotel Puritan. On beautiful Commonwealth Avenue. Furnishings and comforts of a luxurious private home with hotel service of the highest type.

Boston—Brookline

Hotel Beacon sfield. Homelike atmosphere. Convenient to down-town Boston. Away from congestion and noise. Residential section. Rooms $3.50 up. Garage.

Swampscott

New Ocean House. Thoroughly modern—on the cool Atlantic—private beach. Best clientele. Clement Kennedy, President. (Booklet.)

Detroit MICHIGAN

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to G. G. McKay, 1231 Washington Blvd., Cherry 7820.

French Line. For rates, reservations, information, call or write A. S. Vance, 1247 Washington Boulevard, Cherry 0011.

North German Lloyd. Apply to C. O. Ahrendt, General Passenger Agent, 1215 Wash. Blvd. Tel. Cadillac 8732, or your local agent.

Minneapolis MINNESOTA

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to H. M. Tait, 611 Second Avenue South, Main 3571.

French Line. For rates, reservations, information, call or write H. Ellingsen, 123 South Third Street, Geneva 7744.

St. Louis MISSOURI

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to G. P. Carbrey, 412 Locust Street, Garfield 2135.

French Line. For rates, reservations, information, call or write K. M. Jackson, 1022 Locust Street, Main 0682.

The New Jefferson. "Where the world meets St. Louis." An hotel of international repute. Famous cuisine. 800 rooms with bath, from $3.00.

Augusta MONTANA

Allan Ranch. Beyond all roads. Montana Rockies. Riding, Fishing, Hunting, Swimming (warm pool). Pack Trips. Informal. Limited number guests. Booklet.

Hanover NEW HAMPSHIRE

The Hanover Inn. At Dartmouth College. 100 rooms, 60 baths, elevator. Highest type hotel service. Rest, recreation, culture and good living.

White Mountains—Sugar Hill

Sunset Hill House. Location unexcelled. All prominent White Mt. peaks visible. Golf free to guests. Tennis, riding, orchestra. Private cottages. Booklet.

Adirondacks—Essex NEW YORK

Crater Club. Lake Champlain. Modern cottages, no housekeeping cares. Exclusive clientele. Moderate rates. References required. Send for circular.

Buffalo

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to W. P. Wass, 160 Pearl Street, Cleveland 0102.

French Line. For rates, reservations, information, call or write St. E. Lavey, 251 Delaware Avenue, Cleveland 6342-6343.

New York City

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to E. T. Stebbing, Cor. Vanderbilt Ave. & 44th St., Vanderbilt 3-6666.

Matson Navigation Company. For rates, reservations, information, call or write 535 Fifth Avenue, MUrray Hill 2-3685.

The Parkside. Eighteen Gramercy Park, South. A residence hotel for men and women. Overlooking the Park. Moderate rates. Write for folder.

Asheville NORTH CAROLINA

The Manor and cottages. A charming English Inn—for pleasure and sport—a day or a year. 3 golf courses. Albert H. Malone, Owner & Mgr.

Sedgefield, Greensboro

Sedgefield Inn. Now open. A delightful mid-South resort hotel, situated directly on golf course. Riding, golf, and tennis. Booklet.

Cincinnati OHIO

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to M. E. Malone, 2-1 Dixie Terminal Bldg., Main 4156.

Cleveland OHIO—Cont.

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to G. H. Griffin, 1010 Chester Avenue, Main 2512.

French Line. For rates, reservations, information, call or write W. K. Vance, Jr., 26 Public Square, Cherry 7474.

North German Lloyd. Apply to U. E. Verkerk, General Passenger Agent, 1119 Euclid Ave., Tel. Main 6780, or your local agent.

Portland OREGON

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to W. H. Deacon, 148a Broadway.

Matson Navigation Company. For rates, reservations, information, call or write 271 Pine Street, Atwater 4386.

Philadelphia PENNSYLVANIA

The Benjamin Franklin. A United Hotel. 1200 large rooms all with bath. 3 restaurants. Horace Leland Wiggins, Managing Director.

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to J. C. Patteson, 1500 Locust Street, Pennypacker 0612.

French Line. For rates, reservations, information, call or write Emile C. Geyelin, 1603 Walnut Street, Ritten House 72-20.

North German Lloyd. For rates, reservations, information apply to 1711 Walnut Street, Tel. Rittenhouse 4300, or your local agent.

Pittsburgh

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to W. A. Shackelford, 338 Sixth Avenue, Atlantic 3930.

French Line. For rates, reservations, information, call or write C. A. Emery, 521 Grant Street, Atlantic 4279.

North German Lloyd. Apply to W. Knopfel, General Passenger Agent, 407 Wood Street, Tel. Court 3320, or your local agent.

El Paso TEXAS

Paso del Norte. El Paso's largest—and decidedly El Paso's best. All-year golf & other sports. Five minutes from enchanting Juarez, Mexico. Paul Harvey, Mgr.

Houston

French Line. For rates, reservations, information, call or write R. P. Joubert, 222 Cotton Exchange Building, Preston 1620.

VERMONT

Free Official State Vacation Books: "Lakes & Mountains", "Farms, Summer Homes for Sale." Where to Stop, Road Map. Sec'y of State, Dept. B, Montpelier, Vt.

Seattle WASHINGTON

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to E. L. Sheehan, 1320 Fourth Avenue, Main 5587.

French Line. For rates, reservations, information, call or write A. W. Hoffman, 215 White Building, Eliot 3436.

Matson Navigation Company. For rates, reservations, information, call or write 814 Second Avenue, Main 3677.

Knocke-Zoute BELGIUM

Dormy House. A first-class hotel delightfully situated near the sea. Golf and tennis available. Open all year. Tel. 347 Knocke.

Palace Hotel. Directly on the sea front. An ideal resort. Rates from 12s a day incl. Cable address: Palace Knocke.

Spa

Grand Hotel Britannique. A modern hotel. Excellently situated. Famous for its service and cuisine. Beautiful gardens. Tennis. Garage.

Palace Hotel des Bains. Modern throughout. 100 rooms with bath. Hotel Bellevue & Flandres under same management.

Communicate with Nearest Branch Office

As a better service to you, we list here branch offices of our travel advertisers. The quickest way to get information is to get in touch with the branch office nearest to you. Look for your state and city, or the nearest big city. If no branch office is listed, address the head office of the advertiser. In either case, please tell the advertiser where you saw the address. Vogue, of course, will always be glad to help you obtain the proper contacts for your travel information. Address: Vogue Travel Advertising Department, Graybar Building, Lexington at 43rd, New York.

Hamilton BERMUDA

Princess Hotel. Directly on Hamilton Harbour. Specially discriminating clientele. All recreational features. Symphony and Dance Orchestras. Booklet.

BRITISH ISLES

For information regarding Travel in England and Ireland, apply T. R. Dester (Dept. A-43) 200 Fifth Ave., New York City, or any L.M.S. Ticket Agent.

Montreal, Quebec CANADA

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to D. R. Kennedy, 201 St. James St., W. Plateau 2281.

French Line. For rates, reservations, information, call or write A. Labelle, 1196 Phillips Place, Marquette 2361.

Toronto, Ontario

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to J. Black McKay, Cor. King & Yonge Sts., Adelaide 2105.

French Line. For rates, reservations, information, call or write Otto Goetz, 53 Richmond Street, Elgin 1039.

TRAVEL DIRECTORY—Cont.

Vancouver, B. C. CANADA—Cont.

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to J. J. Forster, C. P. R. Station.

Winnipeg, Manitoba

French Line. For rates, reservations, information, call or write Alois Simon, 348 Main Street. Telephone 8-8969.

London ENGLAND

Carlton Hotel. Pall Mall. Central heating. Famous restaurant and grill room; palm court and ballroom. Bathroom to every bedroom.

Goring Hotel. Belgravia, S.W.1. near Victoria Sta. at Airways Terminus. Each room has private bathroom & central heating. Personally conducted.

Park Lane Hotel. Piccadilly, W. 1. Overlooking Green Park. 400 rooms with bath, 40 suites. Garage for 200 cars. Telegrams: "Keighbrace, Audley, London".

Ritz Hotel. Piccadilly. Overlooking Green Park. in the most fashionable quarter of London. Central heating, famous restaurant and grill room.

Royal Court Hotel. Sloane Square, S. W. 1. 120 rooms with central heating & running water. French Cuisine. Central quiet. Swiss management.

Torquay

Grand Hotel. This is the summer resort of Royalty. As a social rendezvous, it ranks supreme among British resorts. 200 Rooms. 'Phone 2231.

La Baule FRANCE

La Baule. The most picturesque beach in Brittany. Season from Easter to October. The Hermitage Hotel offers excellent accommodations.

Monte Carlo Beach. Swimming Pool. Hotel. Restaurant. The Sporting d'Eté—galas. Golf at Mt. Agel all the year 'round.

St. Jean-de-Luz

Golf Hotel. The best and most reputed resort hotel on the sea-front. Hotel Britannia under same management. Every modern comfort.

Grand Hotel d'Angleterre. The best central location. Extremely comfortable. Excellent cuisine and wines. Moderate rates.

Bad Nauheim GERMANY

Jeschke's Grand Hotel. Bad Nauheim's hotel de luxe. A model of comfort. Bathrooms to almost every room. Open April through October. G. Zorn, Mgr. Dir.

Baden-Baden

Hotel Europe. Kaiser-Allee, opposite Kurhaus. Residential hotel. Every modern comfort. Excellent cuisine & wines. Moderate terms. Garage. Open all year.

Nuremburg

Grand Hotel. The leading house, conveniently situated near the railway station. Two hundred rooms; artistically furnished. Every modern comfort available.

Wiesbaden

Hotel Schwarzer Bock. First class family hotel. 280 beds. Medical bath in the house. Golf, Tennis, etc. Th. Schaefer, Proprietor.

INDIA

India. Now as easy to tour as Europe. Send for Booklet "Ten Tours Through India." India State Railways, Delhi House, 38 East 57th Street, N. Y.

Belfast IRELAND

Grand Central Hotel. 200 bedrooms with hot and cold water. Single rooms from 7/6 up; Double 14/-; Also private suites. Telegrams "Grancent Belfast."

Rapallo ITALY

Excelsior & New Casino. Strictly first-class. Situated in most ideal spot of the Riviera. Winter and Spring Resort, summer bathing season. Open all year.

Rome

Palace Hotel. A hotel de luxe at reasonable rates. Situated in nicest part of Rome and frequented by the aristocracy and best of international society.

SOUTH AFRICA

For travel information apply: American Express Co., 65 B'way, N.Y., or Thos. Cook & Son, 587 5th Ave., N. Y., or any office of these two companies.

Bâle SWITZERLAND

The Three Kings' Hotel. On the famous Rhine. The leading house of Bâle. Apartments with baths. Garage. Phone.

Geneva

The Beau-Rivage. Finest position on the lake, facing Mt. Blanc. Hotel entirely renovated. Rendezvous of English & American Society. Former prices reduced.

Lausanne

Palace Beau Site. Lausanne's most cheerful, most homelike hotel. Splendid view overlooking park. Tennis, golf, garage. Justin Baumgarter, Manager.

Les Rasses

Le Grand Hotel. Jura Vaudois 1200 m. Splendid summer resort. A first class family hotel with moderate prices. Golf, tennis, excursions, bar, orchestra.

Lucerne

Grand Hotel National. An unsurpassed location overlooking the Alps. Every modern comfort and convenience. 18-hole golf course.

Vevey La Tour

The Ballaria Club. Between Vevey and Montreux. Well furnished apartments (4 to 7 rooms) with every modern convenience. Library and reading room.

EVERYTHING THE HIGH SEAS OFFER—*plus* THE AMERICAN STANDARD OF LUXURY!



S. S. LEVIATHAN

First spring sailing to

EUROPE

Little things that mean so much—extra comforts that only the American standard of luxury (highest in the world) can offer...don't give them up when you go to sea! Travel on America's smartest ship, the famous LEVIATHAN...enjoy five-day speed...the famous "Club Leviathan"—and remember that on the LEVIATHAN you can get *everything* you want.

And what delicious food! Well cooked, well served (coffee that tastes like *coffee*—as Americans know how to make it)...Unsurpassed service—fast, efficient understanding—by men who speak your own language and anticipate all your wants...Roomy cabins, too—the same standard of luxury in your accommodations that made America's great hotels the finest in the world.



LOWEST FIRST CLASS FARES OF ANY "MONSTER LINER"

As little as $240 accommodates you in a delightful First Class cabin on the LEVIATHAN. And...if April 26 is too early for you, she sails again May 17, June 7 and June 28, at slightly higher summer rates.

If you like the freedom and informality of a cabin liner—the PRESIDENT HARDING and PRESIDENT ROOSEVELT—the two fastest afloat—offer you "American service that appeals to Americans"—swift, comfortable crossings at rates in tune with the times. $147.50 and up.

Consult your local steamship agent or

UNITED ★ STATES ★ LINES

Roosevelt Steamship Company, Inc., General Agents

No. 1 Broadway, New York · Offices or agents everywhere



From a woodcut by Glintenkamp

STOCKHOLM, ALWAYS APPEALING

STAND under the arcades of the new Town Hall, called by many the most remarkable of modern buildings. All around a garden-like capital. Perhaps "a bit of Venice, a bit of the Scottish lakes, a hint of Canadian forest, a few quarters of Paris," but always truly Swedish.

Stimulating architecture, new or old; good hotels, clean streets, tempting shops, flowers, greenery and water everywhere; white sails, trim ferries, cozy restaurants, fine theatres, and musical outdoor cafes.

Wherever you travel in Sweden you feel that sense of well-being which comes from an old, mellow civilization. See the ruins and roses of Visby, the brilliant native costumes of Dalecarlia. Sail across the hills on the unique Göta Canal, or take a comfortable train for Lapland and the Midnight Sun.

Eight days direct from New York by the Swedish American Line. From London or Paris by convenient boat or train service—ten hours by air. Through trains from Berlin or Hamburg. Booklet free from any travel bureau or write

SWEDISH STATE RAILWAYS
Travel Information Bureau Dept. V
551 Fifth Avenue New York City

SWEDEN



Rub Your Lantern—find yourself in Switzerland!

LAND O' MAGIC

On the one side, mountains that overawe, on the other, valleys that sleep. One day knee-deep in flowers, the next, forging through glistening glaciers to snow-capped peaks. That is Switzerland, the magic.

See—and feel—Switzerland and let the Swiss Railways System be your magic carpet. Surely, swiftly and comfortably these electrified lines will carry you to every point of interest in this land of *All-Interest*. And the cost is surprisingly small. Our unlimited season ticket enables you to travel all over Switzerland at your will, at a fixed and extremely low price.

Find out more about Switzerland and this special unlimited season ticket. A letter or postcard will bring you some amazing facts. Send for Booklet V. Swiss Federal Railroads, 475 Fifth Avenue, New York City.

Sample itinerary: Lausanne-Ouchy, Berne, Thun, Montreux and Villars on the Simplon line, Zermatt-Gornergrat, and Furka-Oberalp, via the Loetschberg to Interlaken in the Bernese Oberland, Jungfraujoch, thence Lucerne—Gateway of the famous St. Gothard line—to Lugano.

DISTANCE FROM

PARIS	7 hours	VIENNA	12 hours
LONDON	14 hours	GENOA	5½ hours
BERLIN	17 hours	ROME	13 hours
MUNICH	5 hours	NAPLES	17 hours

SWITZERLAND

THE LAND OF PICTURESQUE CUSTOMS AND COSTUMES

There is only one

Land of the Midnight Sun

accessible by comfortable and luxurious travel by land or water

That is

Norway

THE LAND OF INCOMPARABLE BEAUTY AND GRANDEUR

For free information regarding the touristic attractions of Norway see any travel bureau or write

Norwegian Government Railways Travel Bureau

342 Madison Avenue
New York, N.Y.-U.S.A.



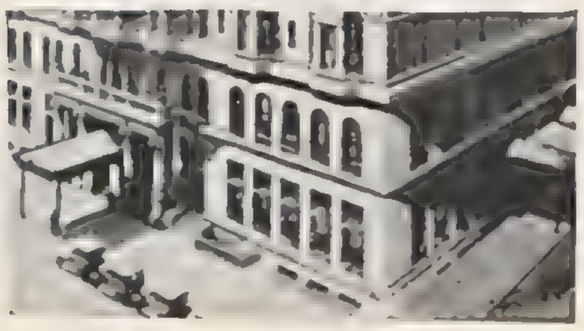
BELLEVUE STRATFORD

PHILADELPHIA

Its faultless attendance and genuine hospitality give even the most transient guest a sense of quiet comfort in the very midst of Philadelphia's social and business life.

Rates consistent with present times

CLAUDE H. BENNETT
General Manager



Hotel Pierre

FIFTH AVENUE AT SIXTY-FIRST STREET
NEW YORK

Single Rooms and Suites
for
Transient or Extended Visits

THE GRAND BALL ROOM
SMALLER BALL ROOMS—BALCONY DINING ROOMS
AND PIERRE ROOF

are available on reservation
for large or small affairs during the season

A Famous Restaurant

CHARLES PIERRE, President

Prices of Vogue Patterns

3256	$.25
3257	.25
3258	.25
S3564	1.00
S3565	1.00
S3566	1.00
5884	.50
5895	.25
5917	.50
5949	.25
5956	.50
5958	.25
5959	.75
5960	.50
5961	.50
5962	.75
5963	.75
5964	.75
5965	.50
5966	.75
5967	.50
5968	.25
5969	.50
5970	.50
5972	.50

DOES IT COST SO LITTLE *to go to the*

SOUTH SEAS

HAWAII · SAMOA · FIJI · NEW ZEALAND · AUSTRALIA



➢ You are due for an exceedingly pleasant surprise when you learn what a modest figure on the face of a check will cover a superb crossing over the smooth, sunny ocean lane to Hawaii—the world's most alluring destination.

➢ As your captivating prelude to Hawaii, picture yourself at sea, splashing in an outdoor pool . . . gaily whacking tennis balls . . . enjoying sparkling diversions from morning till night. Delicious meals, difficult to equal on land or water . . . rest in a stateroom that symbolizes this new era of "modern life in all its luxury, gone to sea!" The ideal feature of these trips is that they may be molded to fit any budget—any itinerary.

➢ Cross on the express-speed, palatial liners, "Mariposa," "Monterey" or "Malolo"—pacemakers of the Matson-Lassco fleets, or enjoy superlative comfort with a more leisurely crossing on the "Maui," "Matsonia," "Manoa" or "City of Los Angeles"—all famous ships. **Convenient sailings every few days from San Francisco and Los Angeles.** Details at any travel agency or our offices.

➢➢ NEW SERVICE

to New Zealand and Australia

The "Mariposa" sailing May 6, and the "Monterey" sailing June 3, will provide 15-day service to New Zealand, 18-day service to Australia, via Hawaii, Samoa and Fiji.

MATSON LINE • LASSCO LINE

New York City · Chicago · San Francisco
Los Angeles · Seattle · Portland

4-21

Maiden voyage of a NEW giant of the sea. S. S. MONTEREY sails from NEW YORK to CALIFORNIA MAY 12, via SAN DIEGO, LOS ANGELES and SAN FRANCISCO . . . . FARES from $280 First Class, $140 Cabin Class

Details from travel agencies or our offices

For Branch offices see Travel Directory on pages 20-21



Palms along the cool Pacific's romantic shore

You can do it in two weeks

SOUTHERN CALIFORNIA offers you, any summer, *every* kind of vacation play. But just once in your lifetime—this summer—will you be able to combine with these joys the Olympic Games, greatest of world sport events.

The 1932 meeting in Los Angeles will comprise 135 separate events, July 30 to August 14.

Be here as many of these sixteen days and nights as possible. But come some time this summer. This year you need a really great vacation, and Southern California will be in gala mood all season.

Every kind of play—low costs

Here you'll find rainless days, cool summer nights and *every* kind of play: the blue Pacific, pleasure-islands, mile-high mountain lakes, all your favorite sports, the foreign "color" of Old Mexico, ancient Spanish Missions, palms and orange groves. Storied cities...Los Angeles, center of this whole playground, gay Hollywood, Pasadena, Santa Monica, Glendale, Long Beach, Beverly Hills, Pomona. Something different every day!

Come for a great vacation. Advise anyone not to come seeking employment lest he be disappointed, but for the tourist the attractions are unlimited.

By rail (new low summer fares) from most points in the country, even a two-weeks vacation gives you at least eleven days actually here. And costs while here need be no more than those of an ordinary vacation. For in this year 'round vacationland you escape the "peak prices" necessary in short-season resorts. We prove these statements in a remarkable new book which the coupon below brings you free.

FREE NEW 64-PAGE VACATION BOOK OLYMPIC GAMES INFORMATION

The book outlines, day by day, a summer (also a winter) visit to Southern California, including over 100 interesting gravure photographs, map, information about routes, *itemized daily cost figures*, etc...perhaps the most complete vacation book ever published. With it, if you wish, we will send, also free, another book giving Olympic Games details and schedules, with ticket application blanks. Send the coupon today. Start planning now!

(If you wish *another* beautiful book, "Southern California through the Camera," include 10 cents in stamps.)



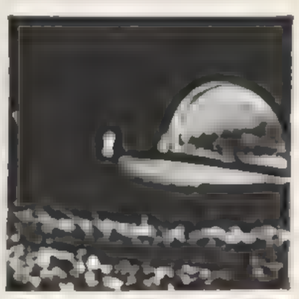
Hollywood



Spanish Missions



Summer snow



Outdoor symphonies

**the Olympic Games in SOUTHERN CALIFORNIA*

All-Year Club of Southern California, Ltd., Div. E-4, 1151 So. Broadway, Los Angeles, Calif.

Send me booklets I have checked below:

☐ *Free* new 64-page illustrated book with complete details (including costs) of a Southern California vacation.
☐ *Free* detailed Olympic Games schedules and ticket application blanks.
☐ "Southern California through the Camera" (10 cents enclosed).

Also send *free* booklets about counties checked below:

☐ Los Angeles ☐ Orange ☐ Riverside ☐ Santa Barbara ☐ San Bernardino ☐ San Diego ☐ Ventura

Name _____

Street _____

City _____ *State* _____

(Please Print Your Name and Address)

THE SHOPPERS' AND BUYERS' GUIDE

A REFERENCE DIRECTORY CLASSIFIED FOR THE READER'S CONVENIENCE

ADVERTISING RATES: 4 full lines (25 words)—three months, $60.00; six months, $115.00; twelve months, $204.00, payable with order. Eight or twelve lines pro rata. Closing dates: 1st of month issue, closes 20th of second preceding month; 15th of month issue, closes 5th of preceding month; The Shoppers' and Buyers' Guide of Vogue, 1928 Graybar Building, Lexington at 43rd Street, New York City

ART NEEDLEWORK

ALICE MAYNARD, 18 West 46th St., N.Y. Imported tapestries for all purposes. Also largest assortment of knitting yarns & Bouclette in N.Y. Instructions given with purchases. Prompt attention to mail orders

AUCTION & CONTRACT BRIDGE

ELIZABETH B. BANFIELD—Lessons in Contract Bridge. Studio in the Tower Bridge Club, Barbizon-Plaza Hotel, N. Y. Booklet entitled "Learn Contract Easily", $1. Tel. Endicott 2-2677 or Circle 7-9439

BAGS

LADIES' BAGS. We specialize in recovering and mending all kinds of bags. Models made to order in Tapestry, Needlepoint, Petit Point. Send for catalog. Wm. Nibur, 2432 B'way-510 & 669 Mad. Ave., N.Y.

BEAUTY CULTURE

EYEBROWS & LASHES darkened permanently with Coloura. Eliminates daily make-up. Sold everywhere. $1.25 postpaid. Treatment 50c at Spiro's, 26 West 38th St. & 35 West 46th St., N. Y.

MME. JULIAN'S HAIR DESTROYER eradicates all superfluous hair successfully. No electricity or poison. Established 1869. Address Mme. Julian, 34 West 51st Street, New York City

MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan. Personal Service only. Free booklet. Address 1 West 34th St., near 5th Ave., Room 709, New York City. Telephone Wisconsin 7-7889

ELLA LOUISE KELLER'S personal-method of Electrolysis satisfactorily destroys Superfluous Hair. Only method recommended by physicians. 11 W. 42 St., N.Y. Long. 5-6537. Also Chicago—Minneapolis

NATALIE TOVIM, Reg. Nurse, uses her improved method of painless electrolysis to remove superfluous hairs permanently, any thickness. Endorsed by physicians. Med. Arts Bldg., 57 W. 57 St., Wick. 2-3841

MME. MAYS—Scientific facial rejuvenation; lines, wrinkles, freckles, blemishes removed. Skin restored to youthful freshness. Physicians' endorsements. Free booklet. 38 W. 53rd St., N.Y. Wickersham 2-7054

ELISE D'ORVAL, one of the youngest Parisian Facial Culturists. Her treatments are scientific—not an incoherent manipulation of the face. Booklet. Elise D'Orval, 47 West 56th Street, N. Y. C.

DR. C. C. COATES—38 WEST 34TH ST., N. Y. (Facial Surgeon, formerly with Dr. Pratt.) Face Lifting and Blemishes, Age Signs. Facial feature corrections. Appointments. Pennsylvania 6-3519

MABEL W. SHAND—A painless treatment for removal of superfluous hair and moles, trial $1.00. For personal advice & individual attention; call or phone Plaza 3-0488. 19 E. 47th St., N. Y. C.

DR. PRATT—PLASTIC SURGERY OF THE FACE. Correction of Lips, Nose, Ears & Neck. Face "Lift" or "Draw", and Over or Under Eyes. 500 West End Avenue, N. Y. Telephone Endicott 2-5417

GLADYS HETTINGER gives beauty treatments that are different—they combine science and art. Have just one—and discover how fine your skin can be. 18 East 48th Street, New York City.

FACE LIFTING by Bloodless Surgery—no cutting, no peeling. Only one of its kind in U. S. Removes all age signs without pain or season of retirement. The Renna Method, 171 W. 57th St., Circle 7-7127

BON VOYAGE & GIFT BASKETS

ALICE H. MARKS, 19 East 52nd Street, is showing a new assortment of Gift Baskets & Packages containing delicious titbits to tempt the most fastidious. Mail orders given special attention. Plaza 3-7282

PANDORA PACKAGE—A surprise a day for 5 days—for travelers, convalescents—or to welcome the new baby—$5-$10 & up. Appropriate selections. Write Clarke & Worth Shopping Service, 15 E. 10 St., N. Y.

CHILDREN'S & MISSES' THINGS

NANINE—510 MADISON AVENUE, N.Y.C. Chic children's clothes of painstaking workmanship. Girls to 12, boys to 6. Coats and hats are moderately priced. Charming layettes and nursery accessories

STAFF of NANA, LTD. Designer of Jeune fille and enfants Clothes is now associated with Myette Mange, at 37 West 57th Street, New York City. Telephone Plaza 3-1526. Reasonable Prices

MME. CONTRISCIANI—INFANTS WEAR. Hand made layettes. Smart clothes for young children. Distinctive line moderately priced. Will call by appointment. 623 Mad. Ave. 58 St. Wick. 2-5258. Est. 1905

CHINA & ARTWARE

"CANADA'S MOST TALKED ABOUT GIFT shop." Wonderful selection of English Bone China. New Dinnerware booklet will be sent on request. Herbert S. Mills, Hamilton, Canada

CLEANING & DYEING

SADLEIR—38 West 34th St. Dry Cleaning, Dyeing. French plaiting, Hemstitching. Buttons covered. Hats cleaned and blocked. Expert workmanship. Mail orders. Catalog. Lack. 4-2069. Mirror Bldg.

AVOID having your silk garments shrunken or lose their new finish by entrusting your orders with us. Use Telephone Directory for nearest branch office. Schwarz and Forger, 400-410 W. 125 Street

KNICKERBOCKER Cleaning & Dyeing Company. High class cleaners and dyers. Main office 402 East 31st Street, New York City. Branch offices in New York, New Rochelle, Greenwich and White Plains

CORSETS

LOUISE GREENWOOD, CORSET EXPERT. Every description corset, corselette, brassière—imported or domestic—copied, remodeled, cleaned. Estimates given. Latest models in stock. 55 W. 42 St., N.Y. Long. 5-8173

MISS ELEANOR, FORMERLY with MME. BINNER. Modern art in corsetry. The Strapless Brassière, for evening, a specialty. A perfect fit suiting your individual needs is guaranteed. 44 W. 56th St., N.Y.

DELICACIES

MAISON GLASS has an assortment of the most intriguing imported delicacies for the discriminating hostess. Once a luxury—now an economy. Mail orders. Catalog. Wickersham 2-3316. 15 E. 47th St., N. Y.

PURE VERMONT MAPLE SYRUP, finest quality, delivered to your home. Send three dollars for trial gallon. West of Mississippi River add 25 cents. Green Mountain Packing Co., St. Albans, Vermont

DRAMATIC ARTS

ALVIENNE SCHOOL OF THE THEATRE and personal development. Drama, Art Dancing, Vocal and Speech for Stage, Screen, Radio Teaching & Directing. Catalog V22, 66 W. 85th St., N. Y.

DRESS SHOPS

JANE ENGEL—AT 1046 MADISON AVENUE, New York City, is known for smart hats and dresses at extremely moderate prices, catering to both misses and women. Tel. Butterfield 8-5016

JANEL—A shop with the atmosphere of a home—Catering to a discriminating clientele who seek high quality merchandise at moderate prices. Hotel Maurice, Apt. 2F, 145 W. 58th St., N.Y. Circle 7-3415

PERRY'S, 640 MADISON AVE. (Corner 59 St.) Whether your desire is a Coat, Dress, Evening wrap or Sport frock (imported or domestic) shopping critics know Perry's price disparity. But do you?

GERMAINE—has a distinctive line of gowns, wraps, and sports clothes at remarkably low prices made possible by no charges or deliveries. The 4th floor at 74 East 56th St., N. Y. C. Eld. 5-3572

DOROL—799 Park Avenue (74th Street) are having their dresses talked about and worn at the smartest affairs in town. Stunning suits, daytime and evening dresses are all priced at $13.95.

LOUISE HANNA—a distinctive shop run by a young woman who really enjoys finding and designing the right clothes for her customers. 7 East 54th Street, New York City. Wickersham 2-3192

DRESSMAKING & REMODELING

MISS VALENTINE—Dressmaker. Smartly sophisticated gowns and wraps designed. Imports expertly copied. Gowns carefully remodeled. Prices moderate. 665 Fifth Ave., New York City. Vol. 5-4941

MME. CLERY—HIGH CLASS DRESSMAKING. Evening Gowns and Wraps. Your own material used. Remodeling a specialty. Attractive prices. 799 Lexington Ave. (near 62 St.), N. Y. Regent 4-9592

GOWNS REMODELED, Made to Order, reasonably priced. Exclusive frocks smartly designed, fine workmanship. Beading & rebeading gowns a specialty. Mail orders. Mme. Nobele, 39 East 61st St., N.Y. Reg. 4-9309

JEANNE GRÉBÈRE—Designs, makes gowns, suits, wraps in latest intricate lines. Remodeling expertly done. Highest workmanship—moderate. Models copied. 795 Lexington Ave. (61 St.), N. Y. Regent 4-9522

REBUILDER OF GOWNS—Your out-of-fashion frocks remodeled into smart new designs. Lovely frocks made from your materials. Mail orders. Atalanta Homer, 19 East 56th St., N. Y. Plaza 3-3829

THE SHOPPERS' & BUYERS' GUIDE relieves you of much of the fatigue of shopping. As a Vogue reader you can use these announcements knowing that you will receive most satisfactory and courteous attention

ENTERTAINMENT

CHILDREN'S ENTERTAINMENT BUREAU. Also known as "The Party Factory." Everything for Children's Parties from sending the invitations to picking up the last broken balloon. Favors—Decorations—Plans—Magicians—Trained animals—Games—Punch and Judy. Out-of-town entertainments arranged. Saks-Fifth Avenue, New York City. Telephone Plaza 3-4000, Extension 165

CORNELIA KANE — ASTROLOGER — Detailed Horoscopes individually written $5.00, including two year forecast $10.00. Send date, hour and place of birth. 509 Fifth Avenue, New York City.

FURS

NEW COLLECTION of Spring Furs now ready. We also repair, reblock, clean & glaze Fox Scarfs for $5.00. Finest workmanship. Richard Koppen, formerly with Gunther. 17 W. 45th St. Bryant 9-3368

GIFTS

GIFTS FOR SPORTSMEN by Cyril Goralnoff. Hunting, polo, racing horses and dogs originally designed. Unusual hand painted backgammon counters. Wedding presents made to order. 542 Madison Ave.

HAIRDRESSING ESTABLISHMENTS

J. SCHAEFFER, over 12 years New York's leading Permanent Wave Specialist. All methods. Becoming individual effects. J. Schaeffer Inc., 590-5th Ave., at 48th. N.Y. Bry. 9-7614, also Hotel St. Regis, Plaza 3-4500

CHARLES BOCK, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hairgoods. Charles Bock, 20 East 57th Street, N. Y. Plaza 3-5610

EMILE—Permanent Waving Specialists. Carrying also exclusive lines of lingerie and cosmetics. Salons at 813 Lexington Ave. (63 St.) Regent 4-8245 and 1429-6th Ave. (58 St.) Circle 7-7563. New York

HAIR COLORING

HAIR-COLORING DONE SCIENTIFICALLY on gray and fading hair, with beautiful, natural results. Scalp treatments sponsored by physician. Mary Greene, 1 East 53rd St., N.Y.C. Plaza 3-0591

FRANÇOIS HAIR COLORING SPECIALIST says "I can restore your hair to its natural color & lustre". Poorly dyed hair corrected. Visit our new daylight department at 9 East 49 St. Plaza 3-6226

HAIR GOODS

MANUEL TRANSFORMATIONS, sight-proof parting, absolutely natural looking. Specialist in Wigs, Transformations, Gentlemen's Toupees. Booklet on request. B. Manuel, 485 Madison Ave., N. Y.

FRANÇOIS QUALITY TRANSFORMATIONS. "Débutante Bob" wigs, finest French hair priced for the ltd. income. Mail orders promptly filled. Booklet on request. François—Hair Specialist, 9 E. 49 St., N.Y.

CLEMENT'S Parisian Bobs and Transformations; undetectable; finest quality and workmanship; moderate prices. Booklet. Mail orders a specialty. B. Clement, 47 West 56th St., N.Y.C. (Est. 30 years)

LACES

E. ZALLIO—Antique & Modern Laces, Linen, Bridal, Boudoir Laces, Banquet Cloths, Memorial Altar Pieces from your own laces, no piece too insignificant to remodel. Gifts, Cleaning, Mending. Est. 1905. 561-5th Ave., N.Y.

LADIES' TAILORS

J. TUZZOLI makes a Suit, Coat or Gown for $65 which cannot be duplicated under $125. Quality and Materials faultless in Make and Fit. New Models now ready. Furs remodelled. 18 E. 53rd St., N.Y.C.

FABRICANT—50 West 57 Street, N.Y.C. Tel. Circle 7-3933. Your individual needs interpreted in Suits, Gowns, Coats & Furs. Fur garments expertly remodeled to newest style trends. Custom made suits

HENRY STEVENSON—Features imported models & original creations, priced to meet the new budget. Recognized for perfect fitting & excellent workmanship. 501 Madison Ave., Suite 403, Plaza 3-5096

ANDRÉ BALOD, Tailor—Chapeaux Marthe. Suits, Coats, Wraps & Furs perfectly tailored at conservative prices. Styles up-to-the-minute. Smart Hats to order. New location: 38 W. 56 St., N.Y. Circle 7-8179

ERNEST K. FOWNES—55 West 56th St., New York. Hand-tailored ladies suits made to order of the finest English cloths, price $95. Complete riding habits and boots a specialty. Tel. Circle 7-4568

MENDING & REPAIRING

MOTH HOLES. Tears, Burns on garments made invisible by weaving. Shine on clothing permanently removed. Guarantee Damage Weaving Co., 146 Fifth Ave., bet. 19th and 20th Sts., N. Y. C.

TEARS, BURNS AND MOTH HOLES in Garments of any fabric rewoven like new. Parcel Post Service. French American Re-Weaving Company, 102 West 57th Street, New York City. Circle 7-3751

ART NEEDLEWORK Repairers. All Tapestries, Linens, Damasks, Antiques, Silks, Brocades, Clothing, Rugs, Etc. French Weavers. No damage is hopeless. (24th Yr.) La Mers Studio, 345 W. 58 St., N.Y.

MILLINERY

REMODELLER OF HATS. "A Hat of Yesterday"—redesigned into a "last word" creation. Smart new Hats to order. Mail Orders a specialty. Prices reasonable. Irene Franks, 48 W. 56th St., N.Y. Circle 7-6295

PELL TREADWELL HATS—each an individual model created for you and no one else. The perfect way to buy hats—as smart women have discovered. $15.00 and up. 655 Fifth Avenue, New York

MOURNING APPAREL

ARTHUR MULLEN, 19 East 49th Street, New York. Correct mourning in Hats, Veils, Gowns, Coats, and accessories of all kinds. We have specialized in this attire for years

NAME TAPES

CASH'S WOVEN NAMES for marking clothing, household and hotel linens, etc. Write for styles and prices. J. & J. Cash, Inc., 12th St., So. Norwalk, Conn., or 6463 So. Gramercy Place, Los Angeles, Cal.

NECKLACES RESTRUNG

PEARL & BEAD RE-STRINGING. Missing beads matched. Ladies bags repaired. No work too small. Work called for & delivered. Mail orders. Duke's Jewelry Repair Shop, Rm. 910, 48 W. 48th St. Bryant 9-1651

PATTERNS

PATTERNS CUT TO MEASURE from illustrations, description of model. Fit guaranteed. Special attention to mail orders. Mrs. W. S. Weisz, 303 Fifth Ave., cor. 31 St., New York. Bogardus 4-0142

PERSONAL SERVICE

ARE YOU WARDROBE-WEARY? Slightly-used apparel of the better sort may be disposed of through The Dressing Room Re-sale Service, 132 West 4th Street, New York City. Tel. Spring 7-0667

SHOES

SHOECRAFT SALON "fitting the narrow foot" in sizes 1-11 AAAAA to C. French and English models in street and evening footwear. Send for catalog VB. Fit Guaranteed. 714-5th Ave., New York

SHOPPING COMMISSIONS

EDITH V. STOVEL of the Associated Purchasing Agents, New York, shops for or with you in leading stores without charge. Free Shoppers' Magazine, 366 Fifth Avenue, N.Y. Tel. Wisconsin 7-3288

MRS. SARAH BOOTH DARLING. Purchasing Agent. Accompanies out-of-town patrons; also shops for you. No charge for services. Shoppers' Magazine free. 155 W. 78th St., N.Y.C. TRafalgar 7-6150

GEORGETTE DUNBAR EVANS shops for or with you gratis. Shoppers' Magazine free. Purchasing Oriental & Hooked Rugs a specialty. Interior decorating. 28 East 70th St., N.Y.C. Butterfield 8-1242

"BEAUTIFUL THINGS I SEE"—Write for Free Pamphlet with list of bargains. Shops free for or with you saving time and money. Address Helen L. Richards, 452-5th Ave., New York

MRS. C. B. WILLIAMS, New York Shopper, will shop with you or for you. Services free. Send for "The Shopper" magazine. Interior Decorating, 366 Fifth Ave., N.Y. Telephone Wisconsin 7-0885

AUDREY T. McALLISTER offers her experience and service to you gratis; shopping for you or with you in the best New York shops. 551 Fifth Avenue, New York. Telephone Murray Hill 2-8179

YOUR SHOPPING made easier. We know merchandise, styles and economical ways to buy. Send for "The Shopper." Spanish clientele invited. Mrs. Lewis Middleton, 366-5th Ave., N.Y. Wisc. 7-1683

PERSONAL ATTENTION given to every shopping problem. I shop for or with you in finest stores without charge. Shoppers' Magazine free. Interior Decorating. Mrs. E. S. Barrie, 366 Fifth Ave., Wisconsin 7-3288

SPORTSWEAR

BLACKBURN-CRAIG (Miss Craig formerly with Abercrombie & Fitch) have a smart collection of sports dresses priced to $18.50. Attractive sweaters & suits inexpensively priced. 441 Madison Ave., N.Y.C.

THE GOLF GIRL—137 E. 63rd St., N. Y. Distinctive models in knitted frocks. Special service to the outsize woman. Any model may be duplicated to measure in selected colors and yarns. Tel. Reg. 4-3681

STATIONERY

PERSONAL STATIONERY. 100 envelopes and 200 sheets, exquisite bond paper, each with name and address in rich deep blue, $1.00. Brookside Press, 146 Mt. Joy Place, New Rochelle, New York

SWIMMING SCHOOL

MARY BEATON SCHOOL FOR SWIMMING, INC. Expert Instruction. Gymnasium, Massage. Special ten swim ticket—$5. Send for Booklet C. Mary Beaton, The Barbizon, 140 E. 63rd St., Regent 4-7796

TROUSSEAUX

PURPLE BOX, 11 East 55th Street, N. Y. Handmade lingerie, negligées, linens, handkerchiefs. Monogramming a specialty. Unusual gifts for all occasions. (Workrooms at Crippled Children's School)

WEARING APPAREL BOUGHT

MME. NAFTAL will purchase at highest valuation slightly used gowns, wraps, furs, diamonds, jewelry, silverware. Write or call 69 West 45th Street, New York City. Telephone Bryant 9-6268. 9-6269

BRYANT 9-1376—MME. FURMAN Pays Highest Cash Prices for Gowns, Furs, Wraps, Coats, Jewelry, Diamonds & Silverware. Phone, write or call 103 West 47th Street, N. Y. C.

WEDDING STATIONERY

HAND ENGRAVED Wedding Announcements. 100 for $13.50, correct in quality and every detail. 100 Calling Cards, $2.75. Write for samples. V. Ott Engraving Co., 1044 Chestnut Street, Phila., Pa.

ENGRAVED WEDDING Invitations and Announcements. Everett Waddey Co. has for generations insured highest quality at reasonable prices. Prepaid Book Wedding Etiquette Free. 5 S. 11th St., Richmond, Va.

WEIGHT REDUCING

REDUCE WEIGHT & CORRECT THE FIGURE without diet or medicine. We possess every device, Electrical and Mechanical, for successful treatment. Dr. Savage Institute, 122 E. 42nd St., Cal. 5-0286

HILDA LARSON—MASSEUSE. Will help you keep a lovely and graceful figure. Reducing massage and general health building. By appointment only. 160 East 48th Street, New York City. Plaza 3-2679

LADIES ATHLETIC CLUB, Inc.—Unexcelled gymnasium facilities, including all the latest devices for reducing and toning. Brochure on request. Circle 7-5269. Park Central Hotel, 7th Ave., (55) N.Y.C.

MONA LEEA Viennese Institute. General Body-Health Culture. Leeadermo-Reducing Packs. Scientific facials. Improve puffs, bags and sags under the eyes. Address 2315 B'way, N.Y. End. 2-9000—2-9001

"I've switched to CAMELS because they're FRESH"

ONCE a woman smoker has been introduced to Camels it's a case of love at first light. The first cool, mild fragrant puff of smoke from this fresh cigarette is sufficient to win her to Camels' ever-growing ranks of friends.

Maybe it's because her throat is more sensitive than a man's that she's so quick to grasp the difference between the mildness of this air-sealed cigarette and the stinging bite of parched or toasted tobaccos.

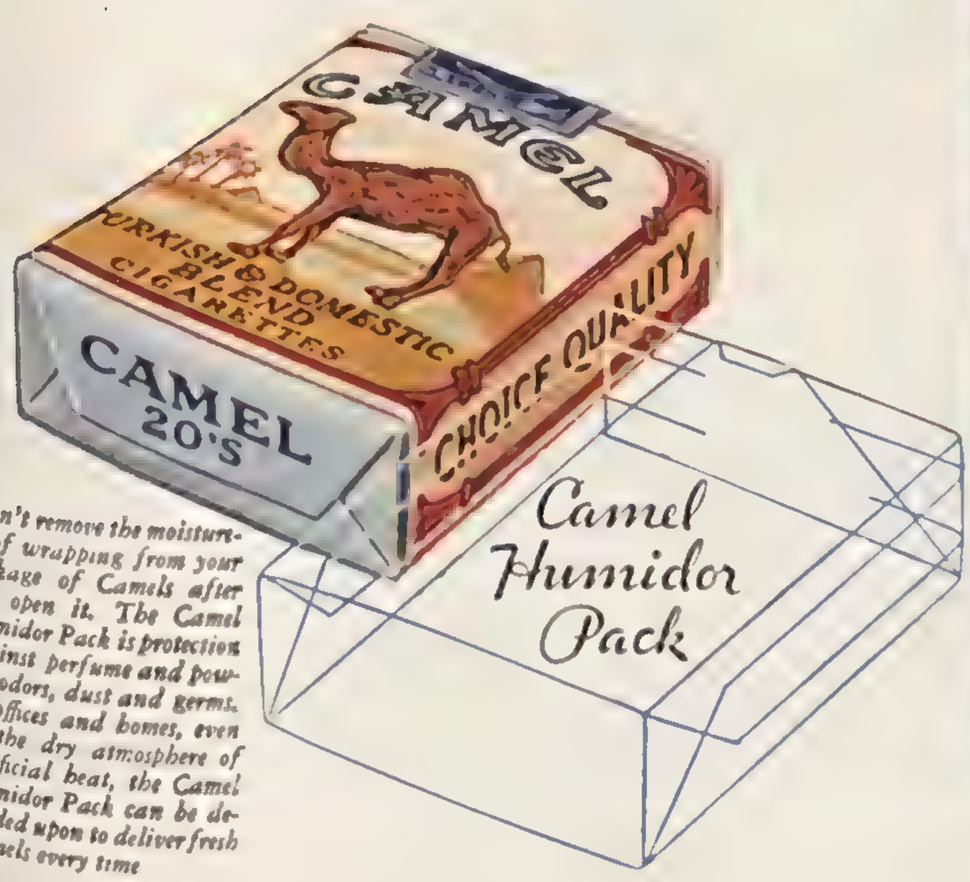
Blended from choice Turkish and mild, sun-ripened Domestic tobaccos, Camels are made with just the right amount of natural moisture and kept that way until delivered to the smoker by the Camel Humidor Pack.

These cigarettes are never parched or toasted. The Reynolds method of scientifically applying heat guarantees against that.

If you haven't smoked Camels lately, perhaps you've been missing something. Why not switch over for just one day? After you've known their rare, throat-easy mildness, then leave them—if you can.

R. J. REYNOLDS TOBACCO COMPANY, *Winston-Salem, N. C.*

"Are you Listenin'?"
R. J. REYNOLDS TOBACCO COMPANY'S
COAST-TO-COAST RADIO PROGRAMS
Camel Quarter Hour
Columbia Broadcasting System
Prince Albert Quarter Hour
National Broadcasting Company Red Network
See radio page of local newspaper for time



Don't remove the moisture-proof wrapping from your package of Camels after you open it. The Camel Humidor Pack is protection against perfume and powder odors, dust and germs. In offices and homes, even in the dry atmosphere of artificial heat, the Camel Humidor Pack can be depended upon to deliver fresh Camels every time



© 1932, R. J. Reynolds Tobacco Company

CAMELS

***Made* FRESH—*Kept* FRESH**

EMPRESS ♛ ♛ ♛

a new and distinguished design
in International Sterling ♛





BOURGES PHOTO—CONDÉ NAST PROCESS

NOWHERE have modern silversmiths displayed more talent for their difficult art than in this lovely new sterling pattern —Empress. The design is an unusually interesting one. It is original and entirely modern in its detail and handling of the ornament, and at the same time is reminiscent of the romantic Empire period which is enjoying an increasing prestige today. The Viande knife and fork, and the teaspoon illustrate the beauty of the flatware—while the service plate and the luxurious tea service shown at the left, are regal representatives of Empress hollowware. As the prices of sterling are lower than ever before, visit your jeweler now to see this new and distinguished International Sterling design.

HOLEPROOF HOSIERY

• Color conscious, she typifies the woman of today. Her clothes have that "carefully casual" look that signifies confidence...and she's been devoted to the Holeproof Color Ensemble Book from the moment she discovered it in her favorite hosiery department. It always suggests so many refreshing color harmonies...and in such a practical way...with actual fabrics for every detail of the ensemble.

• She wears Holeproof Hosiery too ...always. She knows the colors are just right and the combination of delicacy and durability appeals to her practical good sense.





P. H. A. Steinmetz

COPYRIGHT, HOLEPROOF HOSIERY COMPANY, THE BRANDRAM-B. B. MFG. CO., LIMITED, TORONTO, CANADA

VOGUE'S SCHOOL & CAMP DIRECTORY

BOYS' CAMPS



Los Alamos RANCH
Otowi, New Mexico 16th Season

A trail camp in Rockies. Safe, surefooted cow pony for every boy. Pack train trips into Jemez wilderness—trout streams, Indian pueblos, cliff dwellings. Limited to 24 boys. Booklet. A. J. Connell, Director, Box V.

CUSTER
"The Camp That's Different"

SEMI-MILITARY camp on Metedeconk River, Adamston, N. J. In healthful pine belt. Boys 6 to 15. Stresses obedience; orderliness; self-reliance. Ideal bathing. Riding. All sports. Nurse. Matron. Philadelphia 67 miles. New York 69 miles. *Ask for catalog.*
Major C. M. Duncan, Box 1242
Freehold Military School
Freehold New Jersey

WYOMISSING
2 hrs. from New York—3 hrs. from Phila.

FOR BOYS. Near Poconos. Director lives at camp the year 'round. Horseback trips. 25 camp-owned horses and ponies, numerous pets. Woodcraft, canoeing, shooting, arrow-head hunts, carpenter and blacksmith shops. Cabins. Sound sanitation. Truck gardens. Expert counselors. Junior group. All-inclusive fee. *Catalog.*
W. V. Transue, Minisink Hills, Pa.

POCONO PINES CAMP
For boys, Pocono Pines, Pa. High in invigorating mountains. Four hours N. Y. and Phila. Sandy beach, 3-mile lake. Swimming, canoeing, riding. All sports. Catalog. J. E. Calhoun, 5906 Pulaski Ave., Phila., Pa.

OCEAN WAVE
12th Season

Modern seashore camp for 50 superior type boys. Sea air, water and sun give health and relieve school strain. Surf and still water bathing. Part time rates; season $200. No extras. On the beach at Avalon, N.J. For booklet address, Rev. W. V. Lutz, M. A., College Hall, University of Pennsylvania, Philadelphia, Pa.

MON-O-MOY
The Sea Camps for Boys

BREWSTER, MASS., CAPE COD

Superb sailing, bathing, canoeing, deep-sea fishing, land sports. Riding. Riflery. Cabins. Tutoring. Camp Mother. Nurse. Nutrition classes for underweights. Junior, Upper Junior, Intermediate, Senior Camps. Booklet.
H. V. Dodd, Worcester Academy, Worcester, Mass.

BOB-WHITE
A Riding Camp for Boys



Gay comradeship, glowing health, plus skill in sports. Adventure trips to mountains and seashore. Swimming, riding, tennis, taught by experts. Separate unit for boys 5 to 8 years.
Moderate Fee Includes Daily Riding. 18th Season. *Catalogue.*
S. V. Hayes, Box 3, Ashland, Mass.

MARANACOOK
Camp for Boys 7-17. Readfield, Me. 22d year. Mature counselors. Cabins. Elective daily program. Riding. Mountain, canoe, ocean trips. Sailing. All sports. Director.
Wm. H. Morgan, 1138 Boylston St., Boston, Mass.

SAMOSET
Boys 6-17
Lake Winnepesaukee, N. H.

18 yrs. same management. All sports. Riding. Golf. Auto, motorboat, canoe trips. Campfire cooking. Mt. Washington auxiliary camp. Trained nurse. Cabins. Exceptional Junior Dept. Christian. Catalog. Mr. and Mrs. Thos. E. Freeman, 243 Maple St. West Roxbury, Mass.

CRYSTAL BEACH
For 50 boys 6-14. Long Island Sound. Safe, clean beach. Up-to-date buildings and equipment. Campcraft, woodcraft, aquatic sports, riding. Catalog.
Mr. C. C. McTernan
106 Columbia Boulevard, Waterbury, Conn.

SAUGATUCK
Eighth Season

Indorsed by Dr. John B. Watson

Records show healthy, happy, companionable boys. Well directed in all sports. Tuition $275. Inspection invited. Mr. & Mrs. George P. Weddle, Westport, Conn.

VIKING
A CAPE COD CAMP for BOYS

A Truly Nautical Camp where boys learn to sail. Balanced program. Auxiliary schooner. Camp Mayflower for Sisters. Booklet. Camp Viking, Orleans, Mass., or 164 Cryders Lane, Beechhurst, N. Y.

Camp FAIRWOOD
For "America's Finest" Boys. On magnificent Torch Lake (Michigan). Notable staff. 13 successful seasons. Limit 100; 8 to 16. Fine illustrated book on request. Mr. and Mrs. M. V. Eder, 5691 Belmont Ave., Cincinnati, O.

BOYS' SUMMER SCHOOL

CULVER
Naval—Cavalry—Boys—14-19
Woodcraft—Boys 9-14

An incomparable summer for any boy. Regular Culver Academy facilities. Write for booklet "Choosing the Right Camp."
SUMMER SCHOOLS, 410 Lake Shore Rd., Culver, Ind.

GIRLS' CAMPS

DR. PETTIT'S CAMPS
in their 19th year

Camps Sewanhaka for girls 12 to 18 and Manhansack for girls 7 to 12 celebrate their 19th successful year. Write for illustrated booklet of these delightful salt water camps.
DR. H. V. PETTIT CAMPS
106 Gates Avenue Brooklyn, N. Y.

COWASSET



CAPE COD camp for girls. Log cabins among the pines. Salt water sports. Sailing. Gypsy camp. Scientific sunbathing. Rate includes riding. *Catalog.*
MISS BEATRICE A. HUNT
18 Plymouth St. Holbrook, Mass.

GIRLS' CAMPS

CAMP COTUIT

ON CAPE COD. Juniors, Intermediates, Seniors. Counselor for every three girls. Sailing, swimming, tennis, riding. Canoe trips. Opportunities in music. Arts, crafts. *Booklet.*
Miss E. L. Schumacher (Phys. Dir. Miss Beard's School 1912-1930). P. O. Box 824, New Rochelle, N. Y.



CHEQUESSET
THE NAUTICAL CAMP FOR GIRLS

on Wellfleet Bay. Ages—10 to 18 yrs. Activities Include Sailing, Riding, Cruising, Dramatics, Crafts, on Old Cape Cod. 19th Season. Enrollment Limited. *Lucile Rogers, 12 Parkside Road, Providence, R. I.*

Bonnie Dune, The Nautical Camp for Boys, 25 miles away, is affiliated

Once to Every Boy or Girl

This year's opportunity to send your child to camp will not come again—and time flies swiftly. Vogue hopes that you will do everything to give your boy or girl the advantages of camp life in those precious years from five to eighteen. No mere "camping out" in later life will make up for the loss of this rich and glamorous experience in childhood. The modern camp develops the child physically, under safe and scientific regulation. It fosters the social or group sense by its spirit of co-operation. It stimulates the imagination by its Indian lore, nature study and handcrafts. These and other like lessons, learned simply through the daily routine of a well-conducted camp, make life easier in school, in college and finally in maturity. It is a sad commentary upon our artificial civilization that many men and women grow up without witnessing the miracle of a summer dawn or the peace and trailing glory of the setting sun. Even if it means foregoing the second car or cutting a week from your favorite beach, pack John or Joan off to camp. These fine camps will send literature, or Vogue will supply any information you need, no obligation, of course. Address: Vogue's Camp Bureau, 1928 Graybar Building, Lexington at 43rd, New York.

GIRLS' CAMPS



Ogontz
"White Mountain Camp for Girls"

Flying over the water . . . under an open sky . . . aquaplaning is a popular sport at Ogontz! Golf, tennis, hockey on land vie with swimming and sailing on the lake. Three horseback rides a week included in tuition. Two weeks at Maine seashore camp, by arrangement. 700 acres near Sugar Hill, N. H. Under direction of Ogontz School for Girls, Abby A. Sutherland, Principal. Booklet.
Ogontz School P.O., Pa.

SARGENT SCHOOL CAMPS
FOUNDED 1912 BY DR. DUDLEY A. SARGENT
NOW A DISTINCT UNIT OF BOSTON UNIVERSITY

Peterboro, N. H., Exclusive Recreational Camps for Girls. Five hundred acres surrounding Half Moon Lake. Juniors 6 to 12. Seniors 12 to 20 years. Superior equipment. All sports. Mr. Ernst Hermann, Director. Booklet. Miss Emma Sanborn, Secretary, 90 Everett St., Cambridge, Mass.

KINEOWATHA
For girls. On Maine lake. Ride horseback on treasure hunts, climb White Mountain trails, explore lakes, visit seashore. Tennis. Crafts. Separate tutoring unit. Booklets.
Elisabeth Bass, Box V, Wilton, Maine.

CAMP SEBOWISHA
FOR GIRLS

INDIAN LAKE, GREENWOOD, ME.

REAL CAMP LIFE. All land and water sports, specializing in swimming, dramatics and canoeing. Complete equipment. Resident nurse. ETHEL V. HOBBS, 416 Cedarhurst Ave., Cedarhurst, N. Y.

T-LEDGE
"The Seashore Camp for Girls"

On wooded Maine coast in lovely Casco Bay. Horsemanship, aquaplaning, deep-sea fishing, all camp activities. Trips. Protestants only. Booklet.
Mrs. N. B. Knorr, Box 442, Orr's Island, Me.

LIN-E-KIN BAY CAMP
Ideal camp for girls, sheltered bay, sun, and salt water. Boothbay Harbor, Maine. Land and water sports. Riding, crafts & dramatics. Booklet. Mr. & Mrs. G. R. Branch, 100 Merrick St., Worcester, Mass.

QUANSET
Cape Cod Sailing Camps for Girls

Pleasant Bay, South Orleans, Mass. Est. 1905. 'Nimicutts 5-11; Quansets 12-18. All water sports, tennis, riding. Crafts. Booklet. Mrs. E. A. W. Hammatt, Box 12, 16 Garden Road, Newton, Mass.

CHINQUEKA
CAMP FOR GIRLS

On Bantam Lake, Conn., in Litchfield Hills. 18th Season. Varied activities. Protestant girls, 7-18. Riding. Fee $250 $275. Mr. and Mrs. David Layton, 145 W. 55th Street, New York City.

French Camp
FOR GIRLS 7-18

On Lake Champlain. Ninth Season. Happy Camp Life with usual activities *plus French.* Excellent health record. Special Junior Unit.
ECOLECHAMPLAIN—Box F, Middlebury, Vt.

CAMP ACADIA
Girls 8 to 16 —16th Year
Lake Winnepesaukee, N. H.
All Sports—Gypsy Trips—Dramatics—Dancing
Dr. and Mrs. Grant Quinby Lakeport, N.H.

ADEAWONDA
Ideally situated in the White Mountains. Limited Enrollment. Expert supervision. Individual attention. Complete modern equipment. All sports. Riding. Tutoring. Juniors 6-9, Jr., Intermediate & Sr. camps conducted separately. Counselor Training Class.
Helen V. Atwood, 74 Fenway, Boston, Mass.

OWAISSA
Camp of Happiness Girls—17th Year

Separate Junior & Senior Camps on Pocono Mt. Lake. Number limited. Mature Counselors. All activities including Riding. Counselor Training Class. Guest House for Parents. Dr. & Mrs. O. H. Paxson, 6327 Lancaster Ave., Overbrook, Phila., Pa.

CAMP TEGAWITHA
For GIRLS Mount Pocono, Pa.

2000 ft. above sea. 3 hours from New York. 4 hours from Philadelphia. All land and water sports, golf, horseback riding. Electric light, running water.
Miss M. Angola Lynch, 380 Riverside Drive, N. Y. CITY

EAGLE'S NEST
BREVARD, N. C. In the Heart of the Blue Ridge

Delightful camping at moderate cost. Land and water sports, horseback riding, gipsy trips, dancing, handicrafts, all included in fee. 50 happy girls, 4-16, from North and South. Write
Miss Carol Oppenheimer
620 E. 40th St. Savannah, Ga.

GIRLS' CAMPS

TEELA-WOOKET
For Girls—Roxbury, Vt.



The horseback camps in the heart of the Green Mountains. A 300-acre wonderland. Famous for beautiful horses, free riding, and thorough instruction in horsemanship. Land and water sports. Private Golf course. Cabins. Showers. Delicious food in abundance. No extras. Mr. and Mrs. C. A. Roys, 18 Ordway Road, Wellesley Hills, Mass. *Camp Idlewild for Boys, Lake Winnepesaukee, N. H*

Any information you may wish in regard to camps . . . or any advice about the selection of a school . . . will be given to you by our competent and experienced staff, without obligation, of course.

brown ledge
"—a different camp for 50 girls", Malletts' Bay, Vt. Every girl rides every day. Horses carefully trained and owned by camp. Sailing, canoeing, motor-boating, tennis, dramatics, handcraft, dancing, basketball. One tuition Covers All! No Extras!! Riding, and play on a 9-hole golf course included. Write
H. V. Brown, Dir.
Hamilton Grange School
Riverside Drive and 147th St.
New York City

HORSES CHRIS CRAFT Aquaplaning

WYNONA *Camp for Girls*
On Lake Morey, Fairlee, Vermont

19th Year



Junior, Intermediate, Senior Divisions. Unexcelled facilities for all activities. 18-hole golf course. Superior Riding School. Expert instruction. Carefully selected Staff and patronage. Interesting trips. For booklet write Box V 145, Lakeville, Conn.



OPECHEE
17th Season Pleasant Lake
New London, N. H.

Lake Sunapee region. ½ mile shore. All sports. Screened cabins. Christian clientele. Moderate rate. Mrs. T. V. Hockaday, 37 Temple Place, Boston, Mass.

PATHFINDERS' LODGE
COOPERSTOWN NEW YORK

A Woodland Camp for Girls on Otsego Lake. All healthful sports. Exceptional opportunities in horsemanship. Music, Art and Dancing.
15th Season
Valerie Deucher
Wilton, Conn.

GIRLS' CAMPS



In Mountains of Vermont — *No Extra Charge for Riding*

CAMP-FARWELL

Where girls know every joy of living in the open.

Have you dreamed of nights in cozy cabins or tents amid the pines, of canters along the lakeside on your favorite horse, of gypsy trips through wooded trails, of suppers around the campfire or of nights under the stars?

Come to Farwell and have these dreams come true.

Fine string of thoroughbred horses.
All land and water sports. *Booklet.*

ROSALIE V. SANDERLIN, Director
2614—31st St., N.W. Washington, D. C.

PERRY MANSFIELD

Steamboat Springs, Colorado
Juniors 6-12 Normal School
Seniors 12-20 Women's Club Camp

Dancing	Riding
Dramatics	Jumping
Sculpture	Swimming
Body Mechanics	Tennis

Booklet upon request
439 Madison Ave., New York

MOSS LAKE CAMP. An Adirondack lake, surrounded by a preserve of unbroken forest devoted to our ideal of a girls' camp. Rustic bungalows with baths and electric lights. More riding than is included in the fee of any other Eastern camp. No possible "extras." Staff of nationally known experts.
G. N. Longstaff, 8932 Clinton Ave., Jamaica, L. I.

SILVER LAKE CAMP for Girls

in the Lake Placid Region

Riding. Aquaplaning. Modern plumbing; electricity. *Sleeping porches.* For catalogue, address:
The Director, 157 East 72nd Street, New York
(RHinelander 4-7302)

WE-HA-KEE

Camp for Girls
Modern equipment. Carefully supervised activities. Nature study, crafts, riding. 8 hours from Chicago on Green Bay. Fee $250.
Sister David, Rosary College, River Forest, Ill.

Hōpi-tu for girls, Arizona

"Summit Ranch". Altitude 8400 ft. Dry bracing climate. All sports, music, tutoring. "Horse for every girl." Educational trips: Apaches, Navajos, Kaibab Forest, Painted Desert, Petrified Forest, Hopi Snake Dance, Grand Canyon. 1 week or 12. June 6 to Aug. 26. One fee. Booklet. Mrs. Myrtle Murdock, M. A.,
Phoenix Junior College, Phoenix, Arizona

PEAK AND PINE

A Camp for Girls
San Jacinto Mountains California
Ninth Season. Limited to 35 girls—9 to 15. Resident physician. Riding, Swimming, Dramatics. All camp activities. Director.
Harriet A. Snyder, 1833 Verdugo Vista
Glendale, California.

SKOOKUMCHUCK in the ROCKIES

For Girls Under Twenty-One
Operated in conjunction with the
HALF DIAMOND S S GUEST RANCH
On beautiful Premier Lake in British Columbia
Pack trips through the Canadian Rockies; a horse for each girl. All usual camp activities.
Mrs. E. L. Staples, 461 B. Ave., Coronado, Cal.

The camps advertised in this section will gladly send you their literature.

BOYS' AND GIRLS' CAMPS

TONDE—TEKAWETHA

FOR BOYS AGES 4-18 FOR GIRLS
Porter Corners, N. Y. In the Adirondacks. Limited group of Christian boys and girls. Special care children 4-7. Distinctly separate camps. Mr. and Mrs. J. G. Lavender, 141 E. 44th St., New York City

CADAHO FOR BOYS JUANITA FOR GIRLS

Distinctively separate camps on Gardner Lake, Conn. 616 acres of land. Rates $200, including all land and water sports. Horseback riding and tutoring are optional. Illustrated booklet.
Milo V. Light, Teachers College, West Chester, Pa.

HEALTHLAND CAMPS

2 separate camps Maine 11th season
MOOSEHEAD THREE PINES TREETOPS
Boys 8-17. Girls 8-20. Girls & Boys 3-8. Riding daily. All camp activities, pets, music. Booklet.
Drs. Marjorie M. & Arthur W. Johnson
359 Boylston Street, Boston, Mass.

THE JAYSON CAMPS

In-the-Berkshires

Owaissa—Monterey
Girls—18th Season; Boys—7th
Select Hebrew Clientele
References Anywhere in U. S.

Alfred Jayson, So. Side High School, Newark, N.J.

NURSERY CAMP

KINDERCAMP

Strictly a nursery camp on the coast of Maine. Limited number of normal children. Creative activities encouraged. Social adjustment directed under the supervision of teacher counsellors. Individual attention. Child dietitian. Resident nurse. Elizabeth Weston Bartlett, Director, 29 Arlington Street, Newton, Mass.

SCHOOLS ABROAD—GIRLS'



MARYMOUNT-IN-ROME

Marymount

COLLEGE FOR GIRLS

IN ROME, PARIS, TARRYTOWN AND NEW YORK CITY

Languages, music, art, under famous professors, Scientific or Literary courses, Finishing or College, available in these branch schools, and in the Universities and Conservatories of Paris and Rome. Credit for B. A. or M. A. degrees offered by the University of the State of New York. For catalogues and detailed information on any of the Marymount Schools, address the Reverend Mother, Marymount, Tarrytown-on-Hudson, New York.



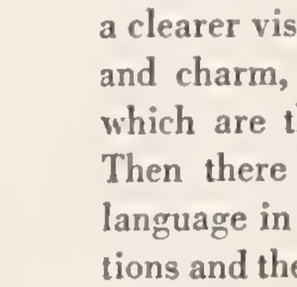
MARYMOUNT-IN-PARIS

Winning Europe Without Losing America

Our letter files indicate that quite a few parents are unaware of the fact that in both general cultural courses and college preparatory, many fine European schools closely parallel those of America. This means that your boy or girl may easily combine the advantages of both cultures, may be educated partly at home and partly abroad. A term in a good European school will make them see the world through a broader angle and with a clearer vision. It will help them to achieve that poise and charm, that relaxed and liberal frame of mind which are the hallmarks of real culture everywhere. Then there is the obvious advantage of learning a language in its native haunts, surrounded by the traditions and the very air in which the tongue was nurtured.

The European schools advertised in these pages are of the best, staffed by teachers of breeding and erudition. Vogue has investigated these schools through its foreign offices and recommends them to you. Write to them for literature, or, if your case seems to need special attention, write to: Vogue's School Bureau, 1928 Graybar Building, Lexington at 43rd, New York.

ANDRÉBROOK-IN-MUNICH



Roentgenstrasse 15 Munich-Germany

For older girls, combining travel with special study and intimate experience in the most inspiring center in Europe for music, art, and mountain sport. Summer offers exceptional charm and opportunity.

For information address—
Secretary—Andrébrook, Tarrytown, N. Y.

APPLIED ARTS—ABROAD

BROWN'S PARIS SCHOOL OF FASHION



Dress or costume designers prepared for the Paris haute couture and the American dress houses.

The University of Fashion Design. Short and long courses (in French and English). Open all year. Millinery designers' courses. Mannequin courses. Catalogues upon request (Paris or New York).

NEW YORK STUDIO:
9 East 49th Street

PARIS STUDIO: 56, Faubg. St. Honoré

SCHOOLS ABROAD—BOYS'

LA VILLA School for Boys

Ouchy-Lausanne, Switzerland
Thorough French and preparation for High School and College Board Examinations. Winter: 3 months at Grindelwald.
Dr. M. Auckenthaler, Headmaster.

Park Lodge

Pau, France (Pyrenees foothills)
Prepares boys (8-18) for College Boards. Home life. Winter sports. Vacation trips. Established 1925. Associated school for girls. Mr. and Mrs. Henry A. Dresser, Directors. Catalog and interviews: Geo. Burnham, 3rd, 331 So. Smedley St., Philadelphia, Pa.

SCHOOLS ABROAD—GIRLS'

BRILLANTMONT

Institution Heubi, Lausanne, Switzerland

An international enrollment limited to 150 girls wishing to acquire a thorough knowledge of French. Sound modern education. All languages, Art and Music. Special departments for American College Board Preparation and Home Economics. Catalogue.

American Representative:
Mrs. Ashton Hawkins, Venture Farm, Syosett, L. I.



MADAME REY'S
Home School

28 rue La Fontaine, Paris

Unusual opportunities for American girls. Strictly limited enrollment. College preparation. Travels. Apply:
Mlle. Maud Rey
129 Radnor Rd., Bryn Mawr, Pa.

"LES CHIMÈRES"

NEUILLY-PARIS
FINISHING SCHOOL FOR GIRLS

Highest references given and required. Apply to:
MLLE. F. YVON DES LANDELLES
44 rue de Chézy Neuilly-Paris

The Fontaine School CANNES

A school of established standards on the Mediterranean coast. Finishing course. Intensive study of French. Cultural travel. Music, Art. College preparation. Sports throughout year. Paris branch.
Miss Fontaine, 22 Park Avenue, New York City



COLLEGE MONTMORENCY

Finishing school and Junior College for 25 girls. Sorbonne. Beautiful residence. French atmosphere. Travel. Social life.
Madame Perrier, 24 rue Jasmin, Paris or Miss Dorothy Marsh, 551 5th Ave., N. Y. C. VAn. 3-0437

LA RUCHE

5, Avenue d' Aligre
Chatou, S. & O., France

A school for girls in a delightful home near the Seine, 15 minutes from Paris. Exceptional opportunity for intensive study of French. Travel and sports. Summer and winter sessions. Catalogue.
MISS M. K. FOWLER, Room 502, 19 W. 44th St., N.Y.

TRAVEL SCHOOLS ABROAD

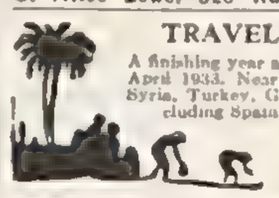
THE DUBLE TRAVEL SCHOOL

MOTORING THROUGH EUROPE—SUMMER 1932
A Vacation trip by private car planned for a limited group of girls. For information, terms, etc., apply to Miss Edith Virginia Duble, 192 Lexington Avenue, New York.

European Travel School for Girls

A winter of travel and study for a small select group of girls. 10 countries. Oct.-May. 11th Season. Winter sports.

S. Alice Lowe, 320 Russell St., Nashville, Tenn.



TRAVEL TOUR FOR GIRLS

A finishing year abroad for small group. Sept. 1932-April 1933. Near East including Egypt, Palestine, Syria, Turkey, Greece, Europe: eight countries including Spain & Sicily.

For prospectus
ALICE F. DAY
21 Downing St.
Worcester, Mass.

Read Racine at Fontainebleau

The growth of travel schools is one of the most interesting trends of modern education. Groups of boys or girls, touring Europe under responsible and experienced mentors, delightfully combine the pleasures of travel and the benefits of study. The courses include lectures and group studies, with opportunities for tutoring in languages or other branches. A fascinating idea, this, to imbibe your Euclid at Alexandria, your Grote at Athens. Enrollments in travel schools are limited and close in early spring for fall or summer sailings. A note to the school will bring full information. Or, address: Vogue's School Bureau, 1928 Graybar Building, Lexington at 43rd, New York.

THESE SCHOOLS & CAMPS WILL GIVE SPECIAL CONSIDERATION TO LETTERS FROM READERS WHO MENTION VOGUE

GIRLS' SCHOOLS



BRIARCLIFF

A country Junior College and Secondary School with New York City advantages. Experience in social and individual responsibility. Conference methods. Courses in Liberal Arts, Household Arts, Theatre Arts, Secretarial Science, Music, Art. Golf, riding, swimming pool. 38-acre campus in Westchester Hills. Catalogue. Briarcliff School, Box V, Briarcliff Manor, New York.

SCOVILLE SCHOOL

College Preparatory. Secretarial, Music and Art Courses. Day and Resident Students.
Elizabeth Gordon Atwood, } Principals
Effingham Crane } RH. 4-10207
1006 Fifth Avenue, New York City

Cathedral School of Saint Mary

College Preparatory and General Courses.
Right Reverend Ernest M. Stires, *Pres. of Board.* Miriam A. Bytel, Principal.
Garden City, Long Island, New York

THE FINCH SCHOOL

Resident and Day School offering two-year elective Post Graduate Course to girls of college age. Affiliated School in Paris. Jessica G. Cosgrave, Principal, 61 East 77th Street, New York City

THE LENOX SCHOOL

A Day School for Girls. Pre-primary through General and College Preparatory Courses. Residence for 5-day boarders. Jessica G. Cosgrave, Olivia Green, Principals. 52 East 78th Street, New York City

GARDNER SCHOOL

11 East 51st Street, New York City
College preparatory, academic, secretarial, junior college courses. Music. Outdoor sports. 75th year.

SCUDDER SCHOOL

For girls. Approved and chartered by Regents. *High school* and college preparatory. *Secretarial* and executive training. *Social service* course including supervised field work. Day and boarding. Catalog.
Miss V. G. Scudder, 66 Fifth Ave., New York City

SEMPLE SCHOOL

Resident and Day. Postgraduate and Junior College courses. College Prep., Art, Music, Dramatic Art, Secretarial, Domestic Science. Country estate. Outdoor sports. Travel school abroad. Mrs. T. Darrington Semple, Prin., 351 Riverside Drive, N.Y.C.

The Barrett School

For girls, 5-15. 35 min. from New York. Course of study carefully adapted to individual. Cultured home. Personal care. Moderate rates. Day, boarding. Booklet. Mrs. Edward Barrett, B.A., Prin., 230 Burtis Ave., Rockville Center, N. Y.

DONGAN-HALL

Country School one hour from N. Y. City. Overlooking N. Y. Harbor. College Preparation. General Course. Music. Art.
Emma Barber Turnbach, Staten Island, N.Y.

ELM LEA Putney, Vermont

Intensive work for older girls. Educational Drama, Music, Art, Special Subjects. Winter Term: Hotel New Weston, New York City. Directors: Katherine Jewell Everts, Elizabeth Fay Whitney, Adele Lathrop.



The Mason School for Girls. Junior College, College Preparatory, Vocational Courses.

The Castle

Box 442, Tarrytown-on-Hudson, N.Y.

Emma Willard School

THOROUGHLY prepares young women for leading colleges, and offers a broad, general course. Music and art. Athletic, outdoor life on 60-acre campus. Organized 1814. *For Catalog address:*
Eliza Kellas, LL.D., Prin., Troy, N. Y.



ANDREBROOK

A small unique school emphasizing contact with the cultural resources of New York. College preparation or special work. Foreign branch in Munich, Bavaria.
Miss Lillian Clark Weaver, Tarrytown, New York

PUTNAM HALL College Preparation

FOR GIRLS. General course. Music, Art. Small classes. Experienced faculty. Graduates successful in 18 colleges and universities. Attractive campus. Spacious building. Supervised athletics. *Catalog.*
Ellen V. Bartlett, A.B., Prin., Poughkeepsie, N.Y.

LOW-HEYWOOD

On the Sound—At Shippan Point

Preparatory to the Leading Colleges for Women. Also General Course. Art and Music. Separate Junior School. Outdoor Sports. Address Mary Rogers Roper, Headmistress, Box V, Stamford, Connecticut

GIRLS' SCHOOLS

The KNOX School for Girls

COOPERSTOWN • NEW YORK

26th Year

A COUNTRY SCHOOL

A School of American Ideals in a Country of American Traditions

PREPARATION for College Entrance Board examinations. Offers two-year course for entrance to universities with advanced standing.

Two years advanced course with diploma. Music, Art, Secretarial Science, Household Arts.

Exceptional health program includes all sports under skilled Physical Training directors. Riding emphasized. Accredited.

MRS. RUSSELL HOUGHTON BOX V, COOPERSTOWN, N. Y.

MISS BEARD'S SCHOOL

Recommended by the leading colleges for women for college preparatory work. Separate classes and expert guidance for college preparatory students.

Broad, well-balanced educational program for girls not going to college.

City and country advantages. Grounds and equipment for all sports. *Address:*
Lucie C. Beard, Headmistress, Orange, New Jersey

Bradford

1803 JUNIOR COLLEGE 1932

An Accredited Two-Year Liberal Arts College for Preparatory and High School Graduates. Excellent Courses in Music, Art, Speech, and Home Economics. Educational and Personal Counselling.
Swimming-pool, Gymnasium. 40-acre Campus.

SENIOR PREPARATORY SCHOOL

Two-Year School Preparatory to the leading Colleges for Women and Bradford Junior College. President, Katharine M. Denworth, Ph.D., Box 60, Bradford, Mass.

What Every Parent Should Know

If you have a boy or girl of school or camp age, you should have in your library three booklets published by Vogue to make it easier to select the school or camp. *Vogue's Book of Private Schools* discusses the various types of private schools, both at home and abroad, explaining their purposes, principles and practices. *Vogue's Book of Private Camps* treats the question of the private camp in exactly the same way. *Choosing the Private School* is a Blue Book of fine private schools, all recommended by Vogue and conveniently classified for your convenience. Write for any or all of these booklets. There is no obligation. Address: Vogue's School & Camp Bureau, 1928 Graybar Building, Lexington at 43rd, New York.



Weylister

Milford, Conn.

Unique two year course which prepares high school graduates for superior positions. One year of college subjects, one year of secretarial and business training. Country setting near Long Island Sound. *For booklet address Box V.*
Mrs. M. W. Skinner, M.A.; Miss L. H. Scott

Saint Margaret's School

1875 1932

A New England School for Girls

Fifty-seventh year. Emphasis upon college preparation. New fireproof building on 27-acre country estate. Boarding enrollment limited to 85 girls. Alberta C. Edell, A. M., *Principal*, Box E, Waterbury, Conn.

HILLSIDE

For girls. College preparatory, one year intensive review, general high school courses. Cultural-secretarial, music, art, dramatics, crafts. Near New York. Gym. Outdoor sports. Separate Junior School. *Catalogs.*
Secretary, Hillside School, Box V, Norwalk, Conn.

LARSON SCHOOL

One, two-year cultural secretarial courses for young women. Also intensive course for college graduates. New buildings on Lake Whitney. Sports. National patronage. Est. 1911. Catalog.
President, Larson School, New Haven, Conn.

Webber College

EXECUTIVE TRAINING FOR YOUNG WOMEN

Intensive Two-Year Course in Investment Procedure, Business Principles, and Secretarial Practice, leading to responsible positions, for preparatory school graduates; One-Year Course for girls with previous college training.

For Catalog write Margaret Parmenter, Sec.

535 BEACON STREET BOSTON, MASS.

ABBOT ACADEMY

Modern in equipment and in spirit. Rich in traditions. Excellent College Preparatory Record. Art, Music, Dramatics. Unusual opportunities for sports, riding.
Bertha Bailey, Principal, Box G, Andover, Mass.

The ERSKINE SCHOOL

Advanced Academic Courses. College Faculty. Opportunity for special study in the Arts. Social Service and Secretarial Science. Miss E. E. McClintock, Director, 129 Beacon Street, Boston, Massachusetts

NORTHAMPTON

SCHOOL FOR GIRLS

Regular preparatory course for Smith and other colleges. One year intensive course for high school graduates. Dorothy M. Bement, Sarah B. Whitaker, Principals. Box E, Northampton, Massachusetts



Westbrook Seminary and Junior College

FOR GIRLS 1831—1932

Agnes M. Safford, Prin.; Maud P. Thayer, Dean, Box V, Portland, Maine

GIRLS' SCHOOLS

The DANA HALL SCHOOLS

WELLESLEY MASSACHUSETTS

HELEN TEMPLE COOKE, *Head*
DOROTHY WALDO, *Associate Head*

TENACRE

Dana Hall Junior School

Pupils from ten to fifteen years of age
MRS. HELEN STOCKTON WELLS, MISS ANNIE EDITH LEES } *Associate Principals*

DANA HALL

College Preparatory and General Courses

PINE MANOR

An Accredited Junior College

ACADEMIC MUSIC
HOME-MAKING COLLEGIATE

Instruction in Art and Dramatic Expression
MRS. MARIE WARREN POTTER, *President*

Lasell Seminary

A Junior College for Young Women

TEN miles from Boston. Two-year courses for high-school graduates. Home Economics. Secretarial. College Preparatory. Art. Expression courses. Excellent Music. Sports. 30 acres. Delightful home life. Separate Junior School. Catalogs.

GUY M. WINSLOW, Ph.D., Prin.
126 Woodland Road Auburndale, Mass.



Mount Ida School

A Junior College and Preparatory School for Girls. 6 miles from Boston. Accredited. Home Management. Art. Dramatics. Secretarial. Music. All outdoor sports. Horseback riding and swimming. CATALOG:
125 Bellevue St.
NEWTON, MASS.

The MaryA Burnham

School for Girls. *Opposite Smith College campus.* Est. 1877. College Preparatory and Special courses. Also One Year Intensive College Preparation. Miss Climena L. Judd, Prin. Box V, Northampton, Mass.

Kendall Hall For Girls

Prides Crossing, Mass.-on-the-Seashore. Accredited. College Prep. without examinations. Jr. College. Music. Int. Dec. Secretarial. Beach. Riding. Catalog:—Box V.

GARLAND SCHOOL OF HOMEMAKING

CULTURAL and practical training for home and vocational life. One and two-year courses.
409 Commonwealth Ave., Boston, Mass.

WALNUT HILL

ESTABLISHED 1893

School for Girls

Preparation for all colleges. 50-acre campus. New gymnasium. 17 miles from Boston. Address Miss Bigelow, 14 Highland St., Natick, Mass.

Rogers Hall

College preparatory, Junior College courses for girls. Secretarial training, music, art, dramatic art. Students live in small groups. Near Boston. Gymnasium, pool, sports. Catalogue. Miss Olive Sewall Parsons, Fort Hill Park, Lowell, Mass.

STONELEIGH-PROSPECT HILL



Preparatory and Junior College Courses. Studios for Music, Arts, Dramatics. Fireproof building. 150 acres. ISABEL CRESSLER, CAROLINE SUMNER, GREENFIELD, MASS

The schools advertised in this section will gladly send you their literature.

The MISSES ALLEN SCHOOL

FOR GIRLS. College and cultural courses. Development of individual character. Friendly atmosphere. Outdoor sports. Resident, day and five-day pupils. *All College Faculty.*
LUCY ELLIS ALLEN, *Principal*, West Newton, Mass.

MACDUFFIE SCHOOL

Girls successfully prepared for college for forty-two years. Special one-year college review. Broad general course. Music, art, handicrafts. Sports. *Booklet.*
Dr. and Mrs. John MacDuffie, Principals.
172 Upper Central Street, Springfield, Mass.

CHOATE SCHOOL

A Country School in a Model Town. For girls: Boarding 11 to 19; Day 5 to 19 years. College Preparatory, General Courses. Outdoor life. Augusta Choate, Vassar. 1600 Beacon Street, Brookline, Mass.

THESE SCHOOLS & CAMPS WILL GIVE SPECIAL CONSIDERATION TO LETTERS FROM READERS WHO MENTION VOGUE

GIRLS' SCHOOLS

HOUSE IN THE PINES



A Country School Near Boston

Thorough College Preparation. Two-Year Graduate and Secretarial Courses. Art Studio. French House. Household Arts. Music. Fine Riding Horses. **The Hedges**—A Separate School for Girls of Junior High School Age.

Miss Gertrude E. Cornish, Principal
40 Pine Street — Norton, Mass.

BANCROFT SCHOOL FOR GIRLS

32nd Year. Complete College Preparation. Individual Attention to carefully selected group in Boarding Department of Progressive Day School. Summer and Winter Sports: Dramatics. Arts. Music.
Address **Hope Fisher, Principal, Worcester, Massachusetts**

The Mary Lyon School

College preparatory, general courses for girls. High standards, unusual equipment. Near Philadelphia. All sports. **Wildcliff**, separate two-year graduate school, selective college subjects, fine arts, secretaryship. Dramatics' workshop.

Mr. and Mrs. H. M. Crist, Principals.
Box 1509, Swarthmore, Pa.

BEAVER COLLEGE *for Women*

A.B., B.S., Mus.B., B.F.A. degrees. Courses in Liberal Arts, Education, Music, Home Economics, Fine Arts, Secretaryship. 16 buildings. Sports. 23 minutes from Philadelphia. 79th year. Moderate rates. **W. B. Greenway, D.D., LL.D., Pres., Box V, Jenkintown, Pa.**

HIGHLAND HALL

School for Girls. Founded 1867. College preparatory and general courses. College Boards at the school. **Miss Callie Barksdale Gaines, A.M., Principal. Box 74, Hollidaysburg, Pa.**

HARCUM SCHOOL

COLLEGE PREPARATORY, general academic. Certificate privileges. Separate building for graduate school. Music, art, secretarial courses. Near Phila. Riding. Catalog. **Edith Harcum, B.L., Head of School, Maud van Woy, B.A., Prin., Box V, Bryn Mawr, Pa.**

OGONTZ SCHOOL FOR GIRLS near PHILADELPHIA

Grace of finishing school with educational thoroughness. Junior College. General courses. College preparation. Homemaking Dept. *Rydal Hall, girls 7-14.*
Abby A. Sutherland, Prin., Ogontz School P.O., Pa.

Penn Hall for GIRLS

Accredited. College Preparatory school. **Junior College.** All Special courses. Conservatory. Part of May at Ocean City. Sports. Riding. Fireproof buildings. Connecting baths. Catalog: **Box V, Chambersburg, Pa.**

Birmingham

School for girls. College preparatory and general courses. Certificate privileges. Music, art, home economics. Outdoor life in Allegheny foothills. Riding, gymnasium, pool. Est. 1853. Catalog. **Alvan R. Grier, Litt. D., Pres., Box 64, Birmingham, Pa.**

Garrison Forest

Modern well-equipped school for girls. In the Green Spring Valley near Baltimore. College Preparatory. General Courses and Junior School. Art. Music. Hockey, Riding. *Catalogue.* **Jean G. Marshall and Nancy Offutt, Principals, Box V, Garrison, Md.**

Fairfax Hall

For girls. In the Shenandoah Valley. College preparatory, 1 and 2 year elective courses for high school graduates. 50-acre campus. Outdoor, indoor pools. Riding, sports. Catalog. **John Noble Maxwell, Pres., Box V, Park Station, Waynesboro, Va.**



CHATHAM HALL

An Episcopal School for Girls in Southern Virginia

Thorough college preparation. General, advanced and special courses. Secretarial Training. 175 acre estate. Year 'round outdoor life. Horseback riding, golf, archery, tennis, swimming pool.

Catalog. Edmund J. Lee, D.D.
Box V — Chatham, Virginia

Stuart Hall

LONG-ESTABLISHED Episcopal school for girls. Thorough college preparation. Two years beyond high school. Music, art, expression, business. Outdoor sports, riding. *Catalog.*
Mrs. H. N. Hills, A.B., Box V, Staunton, Va.

WARRENTON *Country School*

College preparatory, cultural courses. French, language of the house. The school is planned to teach girls how to study, to bring them nearer nature, and to inculcate ideas of order and economy.
Mlle. Lea M. Bouligny, Prin., Box 18, Warrenton, Va.

NATIONAL PARK SEMINARY

Junior College for young women. 9 miles north of White House. 300 acre campus. Our own riding horses. Visit, write for catalog: Forest Glen, Md. Box 341

KING-SMITH STUDIO SCHOOL

Washington — **Paris**
Music, Dancing, Dramatic Art, Languages, Fine and Applied Art. Residential School. Mr. & Mrs. August King-Smith, 1755 New Hampshire Ave., Washington, D. C.

GIRLS' SCHOOLS

Chevy Chase

FOR GIRLS AND YOUNG WOMEN. Accredited **Junior College** and Senior High School. Also, Home Economics, Secretarial, Music, Art, Dramatics. Washington advantages. All sports. Catalog, address:—**Mrs. F. E. Farrington, Box V, Washington, D. C.**



Martha Washington Seminary

JUNIOR College. Courses in Liberal Arts, Secretarial Science, Household Science, Music, Art, Dramatics, High School subjects. Sports. **Secretary, Box V, 3640 16th St., N. W., Washington, D. C.**

BROAD OAK

Girls Boarding and Day School. European atmosphere. Outdoor classes and sports. Excellent health record. College preparatory and General Courses.

Mabel V. Worthington, M. A.
The Hill — Augusta, Ga.

WARD-BELMONT JUNIOR COLLEGE

Graduates accepted with advanced standing in universities. *Music, Physical Education, Home Economics.* **Separate Preparatory School.**
Belmont Heights, Box 805, Nashville, Tenn.

STARRETT SCHOOL FOR GIRLS

48th year. Academic College Preparatory. Junior College and Special Courses. Music Conservatory. Fully accredited. Catalog and Book of Views.
Box 20 4515 Drexel Boulevard, Chicago

FERRY HALL

An outstanding Junior College and High School for Girls. Recommended by colleges everywhere. Influential Alumnae. New Buildings. *Address:*
Eloise R. Tremain, Box 40, Lake Forest, Illinois

GIRLS' SCHOOLS

Westlake SCHOOL FOR GIRLS AND HOLMBY COLLEGE

COLLEGE preparatory and accredited Junior College. General and post-graduate courses. Music, art, dramatics. Unusually well-equipped buildings among beautiful mesas and hills. All outdoor sports. 28th year. *Catalogue.* **Secretary, 725 North Faring Road, Los Angeles, W., Calif.**

Girl's Collegiate School

Accredited college preparatory, general academic, post-graduate, Junior high school. Music, dramatics. Italian buildings among orange groves near Los Angeles. Student government. Sports. 40th year. Catalogue. **Registrar, Box 15, Glendora, Calif.**

The ANNA HEAD School for Girls

College Preparatory and General Courses
Accredited. Post Graduate Department. Lower School. Outdoor life the year round. Tennis, Swimming, Golf.
Mary E. Wilson, L.H.D., Prin., 2532 Channing Way, Berkeley, California

THE BISHOP'S SCHOOL

On the Scripps Foundation. Boarding and day school for girls. Preparatory to Eastern Colleges. Intermediate grades. Modern equipment. Caroline Seely Cummins, M. A., Vassar, Headmistress. Rt. Rev. W. Bertrand Stevens, President, Board of Trustees. Box 10, La Jolla, Calif.

BROWNMOOR at SANTA FE

Ranch School for Girls 6 to 18. Preparation for college in invigorating climate. Riding, Golf and Tennis. Week-end pack trips. *Catalogue.*
Justine A. Browne and Mary A. Moore, Directors, Santa Fé, New Mexico

San Luis School for Girls

Dry, bracing climate. Over 6,000 feet above sea level. Open air classes. Outdoor sports, tennis, etc. all winter. Horseback riding. College preparatory. Cultural courses. Art. Music. Tutoring.
Mrs. Robert R. Potter, Colorado Springs, Colorado

Shall I Send My Boy to Military School?

Vogue's School Bureau answers this question many times every year. But, of course, it would be both unwise and unfair to give a yes-or-no answer. The real question is, Shall I send my boy to a good school where military training is compulsory?

This question sometimes leads into the greater problems of pacificism, militarism and military preparedness, which are as old as the race and whose settlement is still in the unknown future. It is not the function of Vogue's School Bureau to take part in the controversies involved. But the educational value of the first class military school, *as a school,* is beyond question. And, obviously, the welfare of your boy is always the main consideration.

In this connection, the Federal government has just completed a survey made among 10,000 college a-

BOYS' SCHOOLS

Adirondack Florida School for Boys



An unusual boys' school combining winter term in Miami with Spring and Fall terms in Adirondacks. College preparatory work under superior faculty. Outdoor life featured. Excellent record.
Booklet on Request
Kenneth O. Wilson, Headmaster
Onchiota — New York

NORTHWOOD

Under Lake Placid Club Education Foundation
In the Heart of the Adirondacks
Unusual success in preparing for college work. Modern methods. Winter sports. Junior and Senior schools.
Ira A. Flanner, Ed. D., Box V, Lake Placid Club, N. Y.

St. John's School

Prepares boys for college and business. Military Training. Supervised study and athletics. Swimming-pool. Separate school for boys under 13. Homelike atmosphere. William L. Ranney, Ossining, N. Y.

BOYS' SCHOOLS

PAWLING

Featuring preparation for College Board Examinations. Splendid scholastic record. Limited to 125 boys. Exceptionally complete equipment. Golf course and pool. Private lake for ice sports. 64 miles from New York. Catalogue.
Frederick L. Gamage, Jr., Headmaster
PAWLING — NEW YORK

MANLIUS

"63 YEARS OF ACHIEVEMENT"
THOROUGH academic courses. Military training. Athletics for every boy. COL. GUIDO F. VERBECK, *Supt.* **Write for The Manlius Book, Box 134, Manlius, N. Y.**

IRVING SCHOOL FOR BOYS

in historic Irving country, 96th year. Prepares for all colleges. Accredited. Catalog. Box 930, Tarrytown-on-Hudson, N. Y. Rev. J. M. Furman, L.H.D., Headmaster.

BOYS' SCHOOLS



PAGE MILITARY ACADEMY

A QUALITY school for little boys. And Page is designed wholly to serve their needs. Matrons give sympathetic motherly attention. Modified military. The largest school of its kind in America. Summer camp. Catalog.
Major Robert A. Gibbs, Headmaster
1235 Cochran Ave., Los Angeles, Cal.

MENLO SCHOOL

announces the opening of its
FIFTH SUMMER SESSION
on June 14, 1932
MENLO PARK (BOX D) CALIFORNIA

FRESNAL RANCH

The school is situated on a cattle ranch with a horse for every boy and 15,000 acres to ride over. Preparatory school for 30 boys, 11-18. Special care given to mental and physical welfare. *Catalogue.*
Bryan F. Peters, Headmaster, Tucson, Arizona

PALO VERDE *Ranch School*

For young boys. Grammar and 1st two years of High School. Instructor to every five boys. Modern buildings. Riding, Swimming, Tennis, Camping Trips. **James S. Hutchinson, Box V, Mesa, Arizona.**

VALLEY FORGE Military Academy

An accredited preparatory school in a historic location. New modern buildings. All sports. Cavalry troop. Band.
For catalog, address **Principal, Wayne, Pa.**

STAUNTON MILITARY ACADEMY

Superb disciplinary training equaled by academic excellence. College preparatory. 286 graduates in 88 leading colleges. Catalog. **Col. Thos. H. Russell, B.S., LL.D., Pres., Box V, Staunton, Va.**

STUYVESANT For Select Boys Small Classes

Prepares for all colleges. In healthful Piedmont. Inspirational teaching, home-like atmosphere combine to make an ideal school. Week-end trips. Riding, hunts. Gym. Golf. 100 acres. Lower school. *Catalog.*
E. B. King, M.A., Headmaster, Box V, Warrenton, Va.

RIVERSIDE

Two complete plants: Blue Ridge foothills, Miami seashore. College preparatory, business. Military. Boys, 10 to 20. Golf, Ocean sports. Catalog.
Col. Sandy Beaver, Box V, Gainesville, Ga.

WASSOOKEAG SCHOOL

One teacher for every 3 students. Prepare more thoroughly. 100% college entrance record. Send for literature describing *The Wassookeag Method.*
Lloyd Harvey Hatch, Headmaster, Dexter, Maine

CURTIS FOR BOYS 9 to 14

THOROUGH elementary training in atmosphere of cultured New England home. Small classes. Curtis plan develops initiative. 50 acres in Berkshire foothills. Winter sports. 57th year. Write for catalog.
Head Master, Box V, Brookfield Center, Conn.

ROXBURY

Complete attention to the needs of the individual boy insures a thorough College Preparation.
A. V. Sheriff, Headmaster, Cheshire, Conn.

MILFORD FOR COLLEGE PREPARATION

by examination or certificate. Where the needs of each boy are analysed and met. Lawrence W. Gregory, Headmaster, MILFORD, CONN.

PEDDIE

Prepares boys for College Entrance Board Examinations. Six forms including two grammar grades. Boys from 30 states. Modern buildings. 150 acres. Athletics for every boy. Rowing. 9-hole golf course. 67th year. Summer Session—July 8th to Sept. 3rd. Catalog. **Box 4-V, Hightstown, N. J.**

BLAIR ACADEMY

A splendidly equipped school for boys in northern N. J. 65 miles from N. Y. C. Graduates in leading Eastern Colleges. 310 acres. Golf. Gym. Pool. *Address*
Charles H. Breed, Ed. D., Box 16, Blairstown, N. J.

FREEHOLD MILITARY SCHOOL

The School with the Personal Touch
Boys 6-15. Modified military stressing obedience, self-reliance. Supervised study. Cavalry. Summer camp.
Maj. C. M. Duncan, Prin., Box 492, Freehold, N. J.



SELECT A GOOD MILITARY SCHOOL

Write for helpful information to the Executive Sec'y, The Military Schools Bureau, 113, 120 East 41st Street, New York City.

Any information you may wish in regard to schools . . . will be given to you by our experienced staff, without obligation. VOGUE SCHOOL BUREAU, 1928 Graybar Building, Lexington at 43rd, New York City.

DRAMATIC ARTS

AMERICAN ACADEMY of DRAMATIC ARTS
Founded 1884 by Franklin H. Sargent

THE foremost institution for Dramatic and Expressional Training. The instruction furnishes the essential preparation for Directing and Teaching as well as for Acting.

The training is educative and practical, developing Poise, Personality and Expressional Power, of value to those in professional life and to the layman.

SPRING TERM OPENS APRIL 1st
Catalog describing all Courses from the Secretary
Room 251-C, CARNEGIE HALL, New York

ALVIENE SCHOOL OF THE THEATRE
and CULTURAL subjects for personal development: Stage Teaching, Directing Drama, Stage and Concert Dancing, Vocal, Screen, Musical Comedy, Elocution, Stock Theatre and Platform appearances while learning. For Catalog 22 apply:
V. Ely, Sec'y 66 W. 85th Street, New York

LELAND POWERS SCHOOL of the THEATRE
Complete dramatic courses. Little Theatre. Moroni Olsen, director. Send for Catalogue.
Mrs. Leland Powers, Principal,
Dept. V., 31 Evans Way, Boston, Massachusetts

Emerson College of Oratory
Four-year degree course. Public speaking, drama, literature. Co-ed. Largest school of its kind in America. Summer session. 53rd year. Harry Seymour Ross, Dean, Huntington Chambers, Boston, Mass.

SECRETARIAL TRAINING

MISS CONKLIN'S SECRETARIAL SCHOOL
Successive entrance dates.
105 West 40th St. New York City
Booklet on request Tel. PE. 6-3758

KATHARINE GIBBS SCHOOL
SECRETARIAL, Executive, Academic. A school of unusual character with a distinctive purpose for educated women. Catalogue. Boston, 90 Marlboro St. New York, 247 Park Ave. Providence, 155 Angell St.

BALLARD SCHOOL (59 Years)
SECRETARIAL TRAINING
Expert Instruction
Ballard School Graduates Always In Demand
Lexington Ave. at 53rd St. Central Branch Y. W. C. A. New York City

Moon's School
Private Secretarial and Finishing Courses
Instruction in Stenography, Secretarial Duties, Accounts and Banking. Courses 1 to 3 months. Co-Ed.
521 Fifth Ave. (at 43rd St.). New York. VAn. 3-3896

PACKARD SCHOOL *74th Year*
General Business, Complete Secretarial and Accounting Courses. Co-educational for students of college and high school grade. For catalog write:
DEAN, 253 Lexington Ave., New York, N. Y.

HORTICULTURE

School of HORTICULTURE for Women
Floriculture, landscape design, fruit growing, poultry raising. Fertile valley near Philadelphia. Two-year diploma course leads to excellent positions. Helpful short course in August. Booklet.
Mrs. D. H. Schedin, Director, Box AV, Ambler, Pa.

EXCEPTIONAL CHILDREN

If your child is different, write for booklet, "The Parents' Problem".
SPECIAL SCHOOL ASSOCIATION
Room 2365, 120 E. 41st St., New York

BANCROFT SCHOOL
PROGRESS FOR THE RETARDED CHILD
Instruction, out-door life, play and medical care combined. Modern Equipment. Resident physician. Summer camp in Maine. Box 345, Haddonfield, New Jersey.

THE WOODS' SCHOOL
For Exceptional Children
GIRLS BOYS Three Separate Schools LITTLE FOLKS
Camp with Tutoring. Booklet
Box 169, Langhorne (*near Philadelphia*), Pa.
Mrs. Mollie Woods Hare, Principal

PERKINS SCHOOL OF ADJUSTMENT
Scientific Understanding and Education of Children of Retarded Development. Unsurpassed Home and School Equipment. 72 Acres. Medical Direction
Franklin H. Perkins, M. D., Box 57, Lancaster, Mass.

APPLIED ARTS

FASHION ACADEMY
NATIONALLY RECOGNIZED INSTITUTION — MODERN INTERPRETATION OF STYLE

Costume Design, Styling for TRADE, STAGE AND SCREEN
Personal, specialized professional training under direction of
EMIL ALVIN HARTMAN

America's foremost fashion instructor and style authority. Styling, fashion analyzing, forecasting, psychology of color, fashion illustration. Most successful designers and stylists trained by Hartman Method—exclusive with Fashion Academy. Special courses arranged for individual students after personal analysis of their particular requirements. Limited enrollment. Day and Evening Classes.

Recommended by every important fashion publication, manufacturer and department store in this country and abroad. Consultation privileges in our Bureau of Fashions Parisiennes. Call for personal interview or write for booklet. *Studio 5.*

16 East 52nd Street (Fifth Avenue)
NEW YORK (Plaza 3-1844-5) PARIS

lumni, who have had at least three years military training, which shows that nine-tenths of these alumni are still in favor of military training in college.

A military school should be judged by its academic as well as by its military standards. The modern military schools you see advertised in Vogue seldom devote more than two to four hours a day to actual military features. Even if you are not raising your boy to be a soldier, there are definite reasons in favor of military training. The habits of self-control, self-reliance and self-reverence which naturally flow from the military principle are always at a premium in any business or profession. The world never has enough men who possess health, courage, initiative, loyalty and capacity for organization. Write to some of these military schools. You will find that they keep abreast of non-military schools in academic standards, social tradition, faculty and equipment. Or, if you feel you need more advice, write to: Vogue's School Bureau, 1928 Graybar Building, Lexington at 43rd, New York.

THE TRAPHAGEN SCHOOL OF FASHION
1680 BROADWAY [Near 52nd St.] NEW YORK



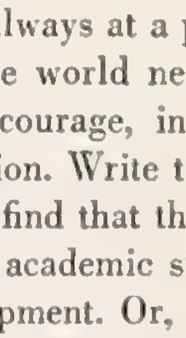
Intensive Summer and Winter Courses. All phases of costume drawing, design, and illustration, styling, fashion forecasting, textile, stage design, patternmaking, dressmaking, millinery, etc., taught in shortest time consistent with thoroughness. Day and Evening. Saturday courses for Adults and Children. Incorporated under Regents. Our Sales Department disposes of students' work. Every member of advanced classes often placed by our free employment bureau. Send for Circular V.
In first Arnold, Constable & Co. Costume Design Competition over 100 schools and nearly 800 students took part; all prizes awarded to our pupils with exception of one of five third prizes; in latest contest Traphagen students won all awards as well as all Costume awards in Persian Competition held by Brooklyn Museum, and two 1st Prizes and one 2nd Prize out of the four prizes offered in National Silk Exposition; also 1st Prize in Beaux Arts Ball Contest sponsored by Art Alliance of America.
INVESTIGATE BEFORE REGISTERING ELSEWHERE

McDOWELL SCHOOL
Costume Design, Millinery and Dressmaking. 55 years Specialization. Day and Evening Courses. Expert individual instruction. Est. 1876. *Catalogue.*
71 W. 45th Street, New York City, N.Y.

CHAMBERLAIN SCHOOL of EVERYDAY ART
Fashion Advising—A New Profession for Women. Limited Enrollment. References Required.
736 Boylston St., Boston, Mass.

FASHION ILLUSTRATION DRESS DESIGN · STYLING INTERIOR DECORATION
Write for information, Department V. C. ■
Commercial Art School, 116 S. Michigan Ave., Chicago

INTERIOR DECORATION
Six Weeks Practical Course
Period and Modern Styles, Furniture, Color Schemes, Draperies, Wall Treatments. Cultural or Professional Courses
Resident Day Classes start July 6th. Send for Catalog 6-R
Home Study Course starts at once. Send for Catalog 6-A
New York School of Interior Decoration
578 Madison Avenue · New York City



Fashion Designing
Unusual Courses In:
COSTUME DESIGNING
FASHION ILLUSTRATION
FASHION SKETCHING
All classes under personal supervision of
Mr. William F. Kliebe
Classes Limited Day and Evening
Catalogue On Request
KLIEBE STUDIO
CIrcle 7-8386 881—7th Ave.
Carnegie Hall, Room 1010, N. Y. City

STUDENT RESIDENCES

Miss Belden's Residence
A beautifully appointed modern home for girls studying in New York. Elevator Service. Chaperonage elective. Catalogue. *SUsquehanna 7-7382.*
465 West End Ave., New York

MRS. BOSWELL'S
For girl students, business and professional women. Limited to 25 guests. Chaperonage elective. Rates from $18 weekly, room with continental breakfast.
Mrs. Henry Harrison Boswell
344-346 West 84th Street New York City

FINE AND APPLIED ARTS

NEW YORK SCHOOL OF FINE AND APPLIED ART (Parsons)
William M. Odom, President
SESSION BEGINS JULY 5 — SUMMER SCHOOL offers practical training in House Planning & Decoration, Costume Design, Graphic Advertising & Illustration. Also Special Lecture Course etc. Information on request.
Address Box V, 2239 B'way, New York

GRAND CENTRAL SCHOOL of ART
INDIVIDUAL talent developed by successful modern artists. Courses in Painting, Drawing, Etching, Sculpture, Commercial and Applied Arts and Interior Decoration. Summer Sessions in New York City and Provincetown. *Catalogue.*
Room 7002, Grand Central Terminal, N.Y.C.



Advanced Guidance in Timely Art Subjects
Summer Courses start July 6th
CHICAGO ACADEMY OF FINE ARTS
18 South Michigan Avenue, Chicago



PHOENIX ART INSTITUTE
Outstanding artist faculty. Booth, Fogarty, Humphrey, Carroll, Biggs. Commercial Art, Illustration, Painting. Summer Term June 6, 1932. Catalog V. 350 Madison Ave., N.Y.C.

N. Y. SCHOOL OF DESIGN
New courses! New ideas! Fine Arts, Illustration, Commercial Art, Advertising Art and Layout, Costume Design and Illustration, Interior Decoration, Normal Art training. Day, evening. Enroll now, spring courses. Catalog V. 625 Madison Ave., N. Y. C.



MASTER INSTITUTE OF ROERICH MUSEUM
MUSIC—PAINTING—SCULPTURE
ARCHITECTURE—OPERA CLASS
BALLET—DRAMA—LECTURES
Catalog V. 310 Riverside Dr. (*Clark. 2-1700*), N.Y.C.

MARYLAND INSTITUTE
BALTIMORE, MD.
Summer School—Courses in Fine Arts, Clay Modeling, Crafts, Costume Design, General Design, Poster Design and Lettering, Methods of Teaching Art, and Children's Classes, Out-door Sketching

NATIONAL SCHOOL OF FINE AND APPLIED ART
Interior Decoration, Color, Costume, Commercial Art, Poster, Design, Dynamic Symmetry, Life, Sketch Class, Dormitory. Catalog. Felix Mahony, Pres., Dept. V, Connecticut Ave. and M, Washington, D.C.

VESPER GEORGE
School of Art 300 Students
BOSTON SUMMER SCHOOL
42-44 St. Botolph Street, Boston, Mass.



DESIGNERS ART
July Course in School Arts Training under Direction of Frederick W. Ried.
Catalog on Request. LUDWIG E. FRANK.
376 Boylston Street Boston, Mass.

KINDERGARTEN TRAINING

ANN-RENO SCHOOL
Two-year normal course in Nursery School, Kindergarten and First Grade. Demonstration School.
32 West 86th St., N. Y. City SUs. 7-2244

LESLEY SCHOOL
of Kindergarten and Primary Training
2- and 3-year courses in kindergarten, and elementary school teaching. Four dormitories. Cultural advantages of Cambridge and Boston. Catalog
Secretary, 63 Everett St., Cambridge, Mass.

DOMESTIC SCIENCE

LESLEY SCHOOL OF DOMESTIC SCIENCE
Professional and practical courses. Prepares for teaching positions for dietitians and tea rooms. Four dormitories. Address
Secretary, 39 Everett St., Cambridge, Mass.

if you are seeking for The Best School for your child, your search will be simplified . . . your requirements satisfied by the use of these advertisements.

CHILDREN'S SCHOOL

Miss Macfarlane's
CLASSES FOR YOUNG CHILDREN
Nursery, Pre-Primary and Primary
30 East 74th Street
RHinelander 4-3627 New York

THESE SCHOOLS & CAMPS WILL GIVE SPECIAL CONSIDERATION TO LETTERS FROM READERS WHO MENTION VOGUE

THE SHOPS OF VOGUE

SOCIETY

THE SHOPS OF VOGUE

if you are

A WISTFUL WIFE

be wasteful—wicked and happy while he's playing 18 holes—read YOUR FACE IS IN MY HANDS

if you are

A SPEAKEASY HABITANT

tired of nightclubs—freshen up for your old beau—read YOUR FACE IS IN MY HANDS

if you are

A SOCIAL ZERO

Violet, woodbine, orchid—the kind of woman men forget at a party—come, come, let's collaborate. For a face you'll adore owning—read YOUR FACE IS IN MY HANDS

Many other brief and breezy chapters on vital personal problems are prescribed for and discussed with humorous but authoritative candor by the international authority: Adele Morel

24 East 61st Street, N. Y. C.

YOUR FACE IS IN MY HANDS



$1 postpaid worth a fortune

by ADELE MOREL

The book of the minute

BIRTHS

NEW YORK

Betts—On February 5, to Mr. and Mrs. Hobart D. Betts, junior (Elizabeth G. Higgins), of Elizabeth, New Jersey, a daughter, Bertha Rittenhouse Betts.

Gage—In February, in London, England, to Mr. and Mrs. Edward Fitzhardinge Peyton Gage (Thalia W. Millett), a daughter, Ann Caroline Thalia Gage.

Harlan—On February 2, to Mr. and Mrs. John Marshall Harlan (Ethel Andrews), a daughter.

Whitehead—On January 23, to Mr. and Mrs. Lyman T. Whitehead, junior (Cathleen Gruner), of Woodmere, Long Island, a son, William Henry Whitehead.

DEATHS

Barclay—On February 11, Helen F. Potter Barclay, wife of the late Dr. Harold Barclay.

Lawrence—On February 5, Catharine Augusta Le Roy Lawrence, wife of the late James G. K. Lawrence.

Prince—On February 8, Benjamin Prince, husband of Anne E. Conkling Prince.

Ripley—On February 7, Marguerite Doubleday Ripley, wife of James Hazen Ripley.

Rogers—On February 2, Noah Cornwell Rogers, husband of Anna North Shepard Rogers.

Triest—On February 9, at Nogales, Arizona, Donald Triest, husband of Eugenie Quist Triest.

Wendell—On February 3, Ten Eyck Wendell, husband of May Dwight Foote Wendell.

BALTIMORE

Purnell—On February 8, John Hurst Purnell, husband of Katharine E. Knapp Purnell.

BOSTON

Fitch—On February 3, Ezra Charles Fitch, husband of Helen L. Stevens Fitch.

Howe—On January 29, Dr. Reginald Heber Howe, husband of Marion Appleton Barker Howe.

Hunneman—On February 11, Carleton Hunneman, husband of Annie Wilson Ingle Hunneman.

Sears—On February 9, Annie Lyman Sears.

CHICAGO

Whitman—On February 2, in Evanston, Illinois, Alice M. Miller Whitman, wife of Russell Whitman.

PHILADELPHIA

Jacobs—On February 11, at West Chester, Pennsylvania, Dr. Francis Brinton Jacobs, husband of Phebe A. Price Jacobs.

TORONTO, CANADA

Flavelle—On February 8, Lady Flavelle (Clara Ellsworth), wife of Sir Joseph Wesley Flavelle.

WASHINGTON, D. C.

Trammell—On February 9, H. Eric Trammell, Third Secretary of the American Embassy at Rio de Janeiro, husband of E. Millicent McCarthy Trammell.

ENGAGEMENTS

NEW YORK

Clark-Hitt—Miss Evelyn Bigelow Clark, daughter of Mr. and Mrs. J. Francis A. Clark, of New York and "Wrentham House," Newport, Rhode Island, to Mr. Robert Reynolds Hitt, son of Mr. and Mrs. R. S. Reynolds Hitt, of Washington, D. C.

ENGAGEMENTS (Continued)

Gould-Haskell—Miss Eleanor Gould, daughter of Mr. and Mrs. Jay Gould, to Mr. William N. Haskell, third, son of Major-General William N. Haskell and Mrs. Haskell.

Leake-Plater—Miss Eléanore Leake, daughter of Mrs. Henry Sabin Leake, of New York City and "The Homestead," Williamstown, Massachusetts, to Mr. Richard Cheatham Plater, junior, son of Mr. and Mrs. Richard Cheatham Plater, of New York.

Lenssen-Lauder—Miss Frances J. Lenssen, daughter of Mr. and Mrs. Arthur Lenssen, of New York City and Edgartown, Massachusetts, to Mr. George Lauder, son of Mrs. George Lauder, of Greenwich, Connecticut.

Myrick-Clyde—Miss Shirley C. Myrick, daughter of Mr. and Mrs. Julian Southall Myrick, to Mr. William Hill Clyde, son of Mrs. Ethel Clyde.

Nicholson-Bourne—Miss Mary E. Nicholson, daughter of Mr. and Mrs. George James Guthrie Nicholson, to Mr. Philip Walley Bourne, of Boston, Massachusetts.

CHICAGO

Bosworth-Stamp—Miss Frances D. Bosworth, daughter of Mr. and Mrs. Charles Henry Bosworth, of Evanston, Illinois, to Dr. Trevor Charles Stamp, of Chicago, Illinois, son of Sir Josiah and Lady Stamp, of London, England.

LONDON

Flower-Longsdon—Miss Evadne Flower, daughter of Sir Archibald and Lady Flower, of "The Hill," Stratford-on-Avon, England, to Mr. Robert Cyril Longsdon, son of the late Alfred Allen Longsdon and Mrs. Washington Singer.

MONTREAL

Blackader-Waleran—Miss Margaret Patricia Blackader, daughter of the late Captain Gordon Home Blackader and Mrs. Blackader and granddaughter of Dr. A. D. Blackader and Mrs. Blackader, of Montreal, Canada, to Lord Waleran, of Bradfield, Devon, England.

PHILADELPHIA

Bingham-Milne—Miss Helen Woods Bingham, daughter of Judge George H. Bingham and Mrs. Bingham, of Manchester, New Hampshire, to Mr. Gordon Fairfax Milne, son of Mrs. David Milne, of "Roslyn Manor," Germantown, Pennsylvania.

Boericke-Kellogg—Miss Mildred Elise Boericke, daughter of Mr. and Mrs. Gideon Boericke, of "Deepdene," Wynnewood, Pennsylvania, to Mr. Winston Trowbridge Kellogg, of New York, son of Mr. and Mrs. Warren Benson Kellogg, of Boston, Massachusetts, and Haven, Maine.

Brick-Ringe—Miss Clementine Brooke Clingan Brick, daughter of Mrs. Joseph Coles Brick, of Atlantic City, New Jersey, to Mr. John Henry Ringe, third, son of Mrs. John Henry Ringe, junior, of Germantown, Philadelphia.

WASHINGTON, D. C.

Bloomer-Thom—Miss Pansy Beale Bloomer, daughter of Mr. and Mrs. G. Beale Bloomer, of Chevy Chase, Maryland, to Mr. Alfred Pembroke Thom, junior, son of Mr. and Mrs. Alfred Pembroke Thom, of "Pembroke Park," Pierce Mill Road, Washington, D. C.

Bradley-Griffith—Miss Suzanne Bradley, daughter of Mr. and Mrs. Charles H. Bradley, to Mr. William F. R. Griffith, junior, son of Mr. and Mrs. William F. R. Griffith.

G. Atkins, Inc.
18 West 57th St.
New York



Lanvin Model $55.00
Hat $18.50



Finest Novelty Linens

priced very low at this 173-year-old Irish Linen Depot

The *Cocktail Napkin* pictured is made entirely by hand in Belgian convents. Sheerest hand-drawn hemstitched linen, edged with genuine Binche lace. Special at $8.25 the dozen. The round *Fingerbowl Doily*, answering to the same description, is $8.25 the dozen also.

We pay particular attention to Mail Orders. All goods sent postpaid, promptly.

Send for Folder VA for wonderful offer on our pure Irish Linen Sheets.

COULSON Linens

Fifth Avenue near 38th Street, New York City

JESSIE FRANKLIN TURNER

23 EAST 67TH STREET, NEW YORK

TEAGOWNS

Just too Cute for Words



This little step-in pump glorifies the new woffie cloth with which it is made in a manner truly Parisienne. The vamp has a circular cut out with inset of linen mesh; making it just too cute for words.

Colors—Black or Brown with steel ornament — and priced $14.50



FRENCH BOOTERY
586 MADISON AVE.
Bet. 56th & 57th Streets, N.Y.C.

DIPLOMAT



It is a Shoecraft hobby to fit the long and slender foot. We have been doing it so well for so long that our mail order clientele is almost as numerous as our customers who shop in person.

Diplomat: *Entirely hand sewn. Sandal-oxford, brown or blue calf with matching vamp cloth.* $16.50

Expert mail service. Send for folder VA

SHOECRAFT

SALON: 714 Fifth Avenue, N. Y.
between 55th and 56th Streets

FITTING THE NARROW FOOT
SIZES TO 11, WIDTHS AAAAA TO C

WEDDINGS

NEW YORK

Brown-Macy—On February 27, at "Casa Magnolia," Palm Springs, California, Mr. Clyde Brown, junior, son of Mr. and Mrs. Clyde Brown, of New York City, and Miss Louise Gill Macy, sister of Mrs. Nicholas S. Ludington.

Laughlin-Pratt—On February 16, in Grace Church, Mr. William McKennan Laughlin, son of Mrs. Henry F. Lippitt, of Providence, Rhode Island, and Miss Cynthia Anne Pratt, daughter of Mrs. Charles Aubrey Cartwright, of London, England, and Mr. Alexander Dallas Bache Pratt, of New York City.

Schieffelin-Smith—On March 11, in the Chapel of the Madison Avenue Presbyterian Church, Mr. John Jay Schieffelin, son of Mr. and Mrs. George R. D. Schieffelin, and Miss Lois Lindon Smith, daughter of Mr. and Mrs. Joseph Lindon Smith.

BOSTON

Bradley-Bradley—On February 20, Mr. Leverett Bradley, son of the late Reverend Leverett Bradley and the late Susan Hinckley Bradley, and Miss Mildred Bradley, daughter of the late Colonel and Mrs. J. Payson Bradley.

Palmer-Movius—On February 6, in the First Church of Chestnut Hill, Mr. Potter Palmer, third, son of Mr. and Mrs. Potter Palmer, of Chicago, Illinois, and Miss Rose Saltonstall Movius, daughter of Mrs. A. L. West Movius, of Boston, Massachusetts, and Mr. Hallam L. Movius.

WEDDINGS (Continued)

CLEVELAND

Rathbone-Dodge—On February 22, in Saint Bartholomew's Church, New York City, Mr. Phillip Griffith Rathbone, son of Mr. Richmond L. Rathbone, and Miss Eleanor D. Dodge, daughter of Mr. and Mrs. James Arthur House, of Cleveland Heights, Cleveland, Ohio.

PHILADELPHIA

du Pont-Ross—On February 26, in Saint Mary's Church, Ardmore, Pennsylvania, Mr. Edmond du Pont, son of Mr. and Mrs. Francis I. du Pont, of Philadelphia, Pennsylvania, and Louviers, Wilmington, Delaware, and Miss Averell Adelaide Ross, daughter of Mrs. Adam Ross, of Ardmore, and "The Beeches," Easton, Maryland.

Woodward-Thompson—On February 9, in Saint Mary's Church, Barnstable, Massachusetts, Mr. George J. Woodward, son of Dr. George Woodward and Mrs. Woodward, of "Krisheim," Chestnut Hill, Pennsylvania, and Miss Asenath Brooks Thompson, daughter of the late Mr. and Mrs. Frank Harrison Thompson, of Cape Cod, Massachusetts.

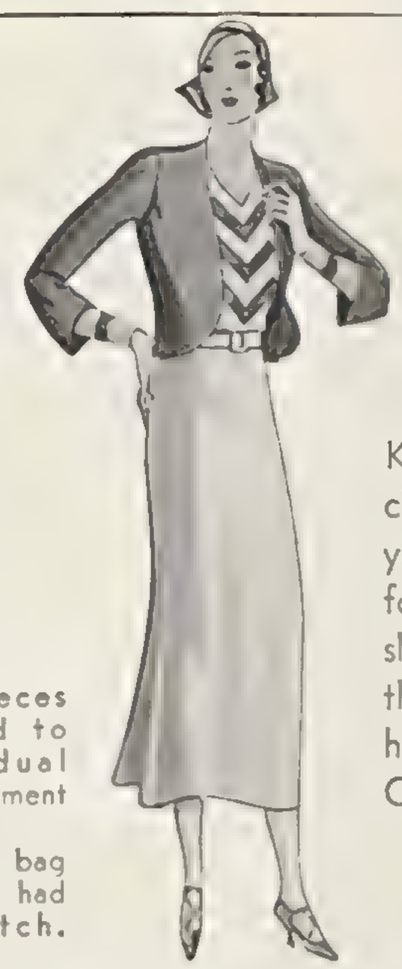
WILMINGTON

du Pont-Gram—On February 2, in the First English Lutheran Church, Baltimore, Maryland, Mr. Francis Victor du Pont, of Wilmington, Delaware, son of the late Senator T. Coleman du Pont and Mrs. du Pont, and Miss Janet Marie Gram, of Buffalo, New York, daughter of Mr. and Mrs. Edward S. Gram.

ELSIE GREENOUGH INC.



655—5th Ave.
New York City
Fourth floor



CHARLES WALNUT

Knitted of Charles Walnut's exclusive new velvet chenille yarn, this distinctive costume features the new seven-eighths sleeve. Every detail—spinning the yarn, hand-knitting and hand-finishing—executed by the Charles Walnut staff.

Two pieces knitted to individual measurement
$75
Hat and bag may be had to match.

· CHARLES WALNUT · 10 EAST 52 STREET · NEW YORK ·

Mary Wells
2 East 46th St.
New York

Presents the new Paris Fashions for Daytime and Evening from every great Paris maker



Pictured is the classic gown designed for Evening Wear by Schiaparelli, which also offers a lovely wedding gown suggestion by addition of long sleeves

Special quotations for bridesmaids on adaptations of gowns from Lanvin, Patou and Vionnet



BAGS of TRICKS

The handbag illustrated is black cross grain morocco with knob to release enclosed cigarettes and monogram of sterling enamel.
Wholesale Accounts Invited

Miss Penn

562 Madison Avenue • New York City

A Natural Wonder...



Only an artist can imitate nature successfully . . . and Pierre is a recognized artist in the creation of transformations. The hair itself is lustrous, naturally wavy, exquisite in texture—real, of course. But it is in the part that Pierre's skill is epitomized. Perfectly natural, really. Women who have worn Pierre transformations are qualified to tell the difference.

N. B. In the Spring a woman's fancy turns to thoughts of permanent waves. A Permanent, in the Pierre manner, is an important asset to the woman whose coiffure must be soignée—and stay that way.

Pierre

39 WEST 57th ST., N.Y.

Originator OF THE TRANSFORMATION

Saks-Fifth Avenue • Original Fashions



Introducing

Stardust

An Original Fashion by Saks-Fifth Avenue

Deep night . . . spattered with pale, frail stars . . . brought to life, young and charming, in a dress of crisp black taffeta . . . Fragile against the freshness of the taffeta is the soft net that makes the sleeves and the small, shirred yoke . . . spattered with silver stars . . . The bouffant era translated into sleeker, modern fashion . . . 110.00

Reproductions forbidden
Saks-Fifth Avenue
New York and Chicago

V O G U E

Copyright, 1932, by The Condé Nast Publications, Inc.

PARIS FASHIONS

Cover Design by Erickson

PARIS OPENINGS

Vogue's-eye view of the mode . . . 35
Pre-War glamour comes back 36
The Paris Openings 37–39
Sailor stripes and daisies 40–41
The bluebell silhouette 42–43
Watchwords for evening 44–45
Sober chic in the street 46–47
Polka-dots and guimpes and mushrooms 48
Twists and turns and flares 49
Gloves and stockings 64

NEW YORK FASHIONS

Two colours or two fabrics 50–51
The open season for fox 57
A good little jacket 58
Bigger and better sleeves 59
Dressed-up afternoons and don't-dress evenings 60
Chic sleeves 61
A new deal in suits 68–69
Capes—the shorter, the smarter . . 74
Tips on the shop-market 75
A complete wardrobe from designs for practical dressmaking . 76–78, 84, 86, 88
Fitted waists and broad shoulders . . 80

SOCIETY

Society 30–31
Aiken for golfers and riders 62-63
Miss Sarah Brisbane 66
Monte Carlo 72–73

VARIETY

Seen on the stage 52–53
The gospels of beauty 54–55
The quality market 56
Home thoughts from the decorators . . 65
Mr. Lunt in a new rôle 67
Mr. and Mrs. Archibald Brown's apartment 70–71
On her dressing-table 82

ADVERTISING SECTIONS

Travel 19–23
Shoppers' and buyers' guide 24
Schools 25–29
American shops 30–31

Vol. No. 79 No. 7 Whole No. 1433



APRIL 1, 1932

THE CONDÉ NAST PUBLICATIONS, INC.
Condé Nast, President/Francis L. Wurzburg, Vice-President/W. E. Beckerle, Treasurer/M. E. Moore, Secretary/Frank F. Soule, Business Manager. Printed in the U. S. A. by the Condé Nast Press. Title Vogue registered in the U. S. Patent Office. Executive and Publishing Offices: Greenwich, Conn. / Editorial Offices—Graybar Building, 420 Lexington Ave., New York, N. Y.—Cable Address: Vonork, New York. Vogue foreign addresses: London, 1 New Bond Street, London W. 1—Cable Address, Volon; Paris, 65-67 Avenue des Champs-Élysées—Cable address, Vopar.

Subscriptions for the United States, Mexico, Panama Canal Zone, Porto Rico, Hawaii, and the Philippines, $6 a year in advance. Single copies, 35 cents. In Canada, $1.50 a year extra for postage. For other countries, subscription prices will be furnished on request. Address all correspondence to Vogue, Greenwich, Conn.

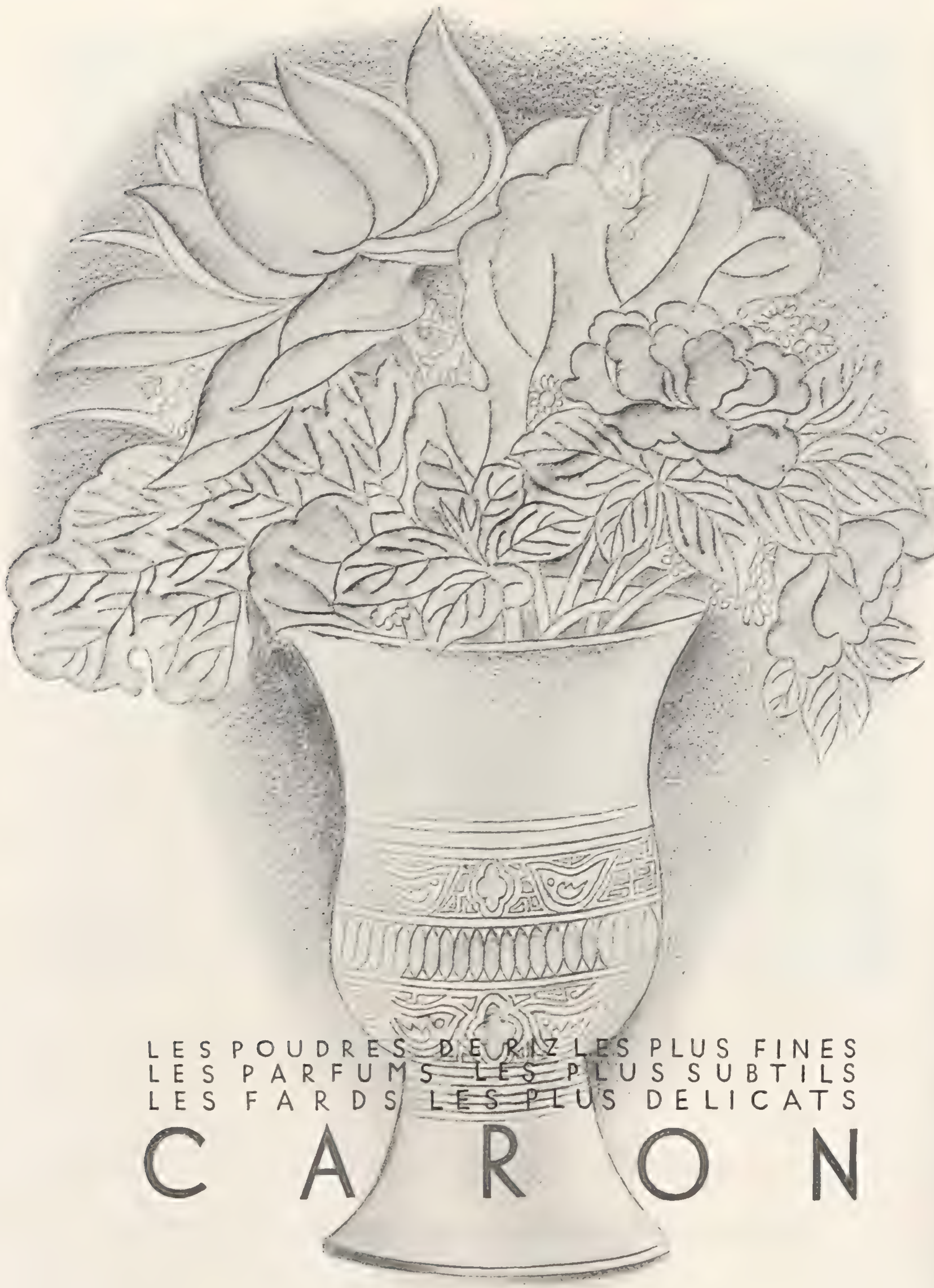
Change of address—Four weeks' notice is required for a change of address or a new subscription. In ordering a change, please give both the new address and the old address exactly as it appeared on the wrapper of the last copy received.

Copyright—The entire contents of Vogue—text and illustrations—are protected by copyright in the following countries and must not be reproduced in any manner without written permission: United States, Austria, Belgium, Bolivia, Brazil, Bulgaria, Canada, Costa Rica, Czecho-Slovakia, Danzig, Denmark, Dominican Republic, Ecuador, France, Germany, Great Britain and Colonies, Greece, Guatemala, Haiti, Honduras, Hungary, Italy, Japan, Luxemburg, Monaco, Morocco, Netherlands, Nicaragua, Norway, Panama, Poland, Portugal, Roumania, Salvador, Spain, Sweden, Switzerland, and others.

THERE ARE THREE VOGUES
AMERICAN, FRENCH, AND BRITISH

Edna Woolman Chase, Editor-in-Chief

Carmel Snow—Editor of American Vogue
Michel de Brunhoff—Editor of French Vogue
Alison Settle—Editor of British Vogue



LES POUDRES DE RIZ LES PLUS FINES
LES PARFUMS LES PLUS SUBTILS
LES FARDS LES PLUS DELICATS

CARON



VOGUE'S-EYE VIEW *of the* BOTANICAL MODE





1. LAPIOTA PROCERA or "Parasol Mushroom," applied to the wild species of gigantic hat intended for a tall girl—terribly smart at the races
2. BOLETUS, meaning "peg," or the young mushroom with brown top and greyish stem. Recognizable in the sweater contrasting with the stem
3. GYROMITRA ESCULENTA—*gyromitra* meaning frilled, *esculenta* edible or excellent. A perfect specimen for sleeves, though poisonous to some
4. BOLETUS EDULIS—meaning edible, excellent. Any one who can find one of these ermine mushroom capes should not hesitate to pick it up
5. HELVELLA—a frilly species, often excellent, but sometimes of inferior quality—so be careful
6. AMANITA PANTHERINOIDES—or "spotted panther." This is delicious when first picked in the spring, but it should not be kept too long
7. CALVATIA GIGANTIA—or "Giant Puff-Ball," is freshest late in the day or in the evening
8. VOLVARIA PLUTEA—Mushrooms with conical caps, found between early spring and late autumn







Pre-War glamour comes back

Lanvin gives us back something of the dash and glamour of pre-War days in this silver fox-laden cape and immense straw-brimmed sailor. Four skins, two deep, are mounted on supple grey woollen, to match the beautifully cut dress, which crisscrosses softly at the front and ties in back

WHAT HAPPENED

at the Paris openings



REBOUX TURBAN—SAKS-FIFTH AVENUE

A WORLD crisis seems to whet rather than wet the spirits of the French Couture. The world has been made safe for femininity; and beauty, it is clearly demonstrated, shall not perish from the earth. Not since pre-War times have we had such glamorous clothes. Clothes of fabulously lovely materials and enduring beauty of line. This is the French idea of being practical, no doubt, and not so inconsistent as it sounds, considering that, while a little velvet evening wrap is all very well, a cape made of sable skins is far warmer and more lasting.

Whether you intend to or not, you will go out and buy new clothes, this spring. Not because there's any great change in line; not because of the new tricks. But because there's an inward quality of elegance (there seems to be no less Victorian a word than this) that has been absent from our clothes for a long time and that suddenly makes an enormous appeal. Even those many clothes that find their inspiration in peasant costumes or workmen's outfits are apt to be luxurious in fabric. You will have to have these new clothes; but, once assembled, these clothes will last. Fashion now prefers good fabrics to frills, and more attention is paid to fine workmanship than to irrelevant detail.

All this was made very evident at the Paris Openings—always serious affairs. And, this year, they were no less portentous than ever—depression or no depression.

Suppose we look in at one of the "first nights"—not unlike a first night in the theatre. An opening at Jean Patou's would be a good one to choose, for he has made these affairs so gay and smart that they are now events in Paris. They take place in the evening, the invitation cards tell you, and the audience is made up of *le monde et la ville*, plus all the critics and hard-headed business men.

There is a crowd waiting outside in the street, and an air of excitement hovers over the brilliantly lighted salons. You are conducted to one of the tables placed around the rooms, like those in a cabaret, the seating arranged as carefully as for a large dinner-party. The rooms present a marvellous picture—with beautifully dressed women seated among statesmen, politicians, and diplomats. Who would suppose that these serious gentlemen would enjoy the show so hugely?

Out come the famously pretty mannequins, and the crowd is all attention. And what do they see—here, at Patou's, and at all the other great Openings in Paris?

At all the great houses, there are beautiful and exciting clothes; there are sober and distinguished clothes; there are colourful and light-hearted clothes. It's an assured, an independent, often an inconsistent mode, but, as the professors assure you of the younger generation, perfectly sound and practical *au fond*. It adores going native, on occasion; but it's thoroughly self-possessed, at heart. It is not always to be taken seriously. You think coats are dresses, and you think dresses are suits, and suits are coats. Silks masquerade as cottons, in blue-and-white sailor stripes; and a cotton dress may be tailored as beautifully as wool.

On one thing, all the designers are unanimous; this is the great cape year. Out at the elbows, in at the neck, and narrowed up through the waist—these three tendencies, almost invariably combined, give us a mushroom silhouette for day. Elbow interest is to this season what skirt lengths, waist-lines, and shoulder interest were to other days. At this point, we might add that navy-blue, of all the blues, is the great spring colour—blue like that used with such distinction by Jean Patou. We might add, too, that much of fashion will be expressed in print, straightforward prints: stripes, dots, and daisies; and that any material is good so long as it is beautiful in itself, and especially if you can't tell whether it is cotton, wool, or silk. It really is the cloth that makes the clothes, this season.



SCHIAPARELLI—CHEZ NINON • SCHIAPARELLI—BONWIT TELLER

Let us see what the Openings prophesy for the clothes of an early spring street scene in 1932. A girl going about town will, very likely, wear a little straw Breton sailor, with a not too irrepressible curl to the brim, and a woollen dress with an elbow-length cape. The cape, probably, has wide ends that cross centre-front and belt around the waist. Her gloves will be long suède gauntlets, shaped to the arm and reaching almost, not quite, to the elbow. Her stockings will be in a light, but colourful shade of beige. Her dress might be in a dark, but vivid blue and have a red cape, the way Vionnet has done it; or dress and cape might be in cornflower-blue woollen, with the top of the dress and the lining of the cape in blue-and-white striped crêpe, as at Lanvin. The gloves, in this case, would be white, but an off-white. If the dress and cape were in solid blue, the gloves would be beige, in a colourful shade to match the stockings.

It might not be a dress and a cape that she wears, but a coat that gives the same effect. The notable new Vionnet coat is in beige, with the sleeves cut to give the look of a cape. Many of Mainbocher's smart coats have cape sleeves cut in one with the top of the coat.

Here's another silhouette, typical of spring, 1932: a straight-jacket suit with a tiny waistcoat or sweater that stops at midrib. This is Schiaparelli's own special new line. Vogue shows two of these suits on this page and another appears in the March 15 issue, on page 50. This black woollen suit with a white crochet sweater reaching just half-way to the waist and clinching around the ribs with a purled band is typical—emulating a life-sized sweater in everything but length. It looks as though the sweater



AUGUSTABERNARD—FRANKLIN SIMON

just topped a very high-waisted skirt. Actually, it goes over a one-piece dress with a swim-suit décolletage. There's no belt holding down the natural waist-line, but the line is not altogether lost, because the dress is fitted close in to the figure, with inverted seams, like a corset, and gives a tube-like look to the waist. The short jacket, which almost always goes with these short sweaters or blouses, helps to give a double waist-line, too. This suit, by the way, has no buttonholes, but closes with Schiaparelli's new cylindrical clamp clips. Somehow, you can't think of anything else that would be so good on your head, with one of these suits, as the Schiaparelli jester caps, shown on the opposite page. It's amusing to appear like this, but don't worry if you are a trifle too thick through the ribs and can't wear these particular Schiaparelli (Continued on page 101)

The waist-line is still rising

• Sophistication for you in a printed suit, "826," with white coral splashes on black. The bodice overflows into a bow. Reboux's soft black straw canotier, "Le Destin"

• What the Empire line by day looks like is shown on the opposite page. Ensemble "1076" has a grey wool coat with an attached brown wool gilet, a grey wool-like silk sleeveless dress, and a scarf. Knitted bonnet of red silk

• The other ensemble, "1110," is of yellow-sand-beige jersey. The toile de laine blouse in red, black, and white pulls over a dress with a bathing-suit décolletage. Red hat



HOYNINGEN-HUENE, PARIS

JEANNE LANVIN MODELS FROM BENDEL

Sailor stripes and daisies

Sailor stripes, rampant in linen for resort clothes, turn formal when done in crêpe for big effects in town. Navy-blue and white stripes are pieced together for the crêpe dress, "Azurée," left, and for the lining of the blue crêpe coat, "Ciel Bleu"; Bendel. The navy picot sailor is Lanvin's "Frondeur." At the right, the same materials are used in "Escapade," a cape-suit



HOYNINGEN-HUENÉ, PARIS

MAINBOCHER—JAY-THORPE

This is Mainbocher's daisy coat that caused such a surprise when the coat, that looks so much like a dress, came off, revealing a black afternoon frock carrying on the daisy story in a sash of the print. The coat, with elbow-length balloon sleeves, is of black crêpe with white daisies. The hat and gloves are also from Mainbocher. Miss Helen Wedderburn posed



HOYNINGEN-HUENÉ, PARIS

JEAN PATOU—MILGRIM • JEAN PATOU—HATTIE CARNEGIE

Patou's typical silhouette

Here it is—the new bluebell silhouette with a skirt spreading out from the hip-bone, below a fitted bodice. In "Fleurs en Folie," of flowered crêpe, clever cut gives a high waist-line "Carina," of deep rose-geranium chiffon, spreads out in delightful transparency. There's a bow in back, and pin tucks radiate from it onto bodice and skirt. Miss Agneta Fischer wears it



JEAN PATOU—BEST • JEAN PATOU—SAKS-FIFTH AVENUE

HOYNINGEN-HUENÉ, PARIS

The flower prints that bloom in the spring are enchanting in the bluebell silhouette. "Guirlandes de Roses," with rose and green on white marquisette, has a wide garnet-red velvet sash

Another of the bluebell evening frocks with which Jean Patou created a stir—"Ambassadeurs," of dégradé grey marquisette superimposed with varicoloured flowers. And its waist-line is high

like a florist's window



PAQUIN—SAKS-FIFTH AVENUE

Thin broadcloth—yes, wool!—was the fabric used for this dress when the Hon. Mrs. Reginald Fellowes wore it. Here, it's of blue drap de soie, a silk that looks like wool

WATCHWORDS for EVENING

• WOOL—be on the lookout for the wool evening dress—it's the latest word to barge into the evening vocabulary. Augustabernard has brought forth a sensational one of dead-white wool, Louiseboulanger tried a few of Rodier's mouslikasha, Paquin did the dress at the left first of broadcloth, then of silk that looks like wool.

• PIQUÉ—another word to keep an eye on. Chanel started this trend—by launching an evening gown of white cotton piqué with a lei of white piqué flowers. Many of them will crop up in light shades, come summer.

• TWO COLOURS—watch out for twosomes of colour—a dress with a green top and white skirt, a blue top and black skirt, a white top and red skirt. They have a big future! See page 50.

• TWO FABRICS—the half-and-half idea in fabrics is something else to bet on. For instance, the dull and shiny sides of crêpe satin will be combined, so will satin and chiffon, printed and plain, wool and velvet. See page 51.

• FLOWERS—Life is going to look like a florist's window, these nights. Flowers and more flowers, artificial and real. Sweetpease on violet chiffon, white hyacinths on a red dress, nasturtiums on a daffodil-yellow one, white narcissus on a white dress.

• KNOTS, TWISTS, BOWS, SWADDLING—all good signs of the times. Knots at the waist, bosom, décolletage; bows on the hips and shoulders; strange crossings and swaddlings to achieve higher waists and moulded ribs. See page 49.

• TOADSTOOL—the name of the incoming top-heavy silhouette. Usually gained by capes or huge sleeves. Many evening wraps will be capes, of velvet or satin, waist-length or fingertip, edged with mink or sable fur. See page 59.



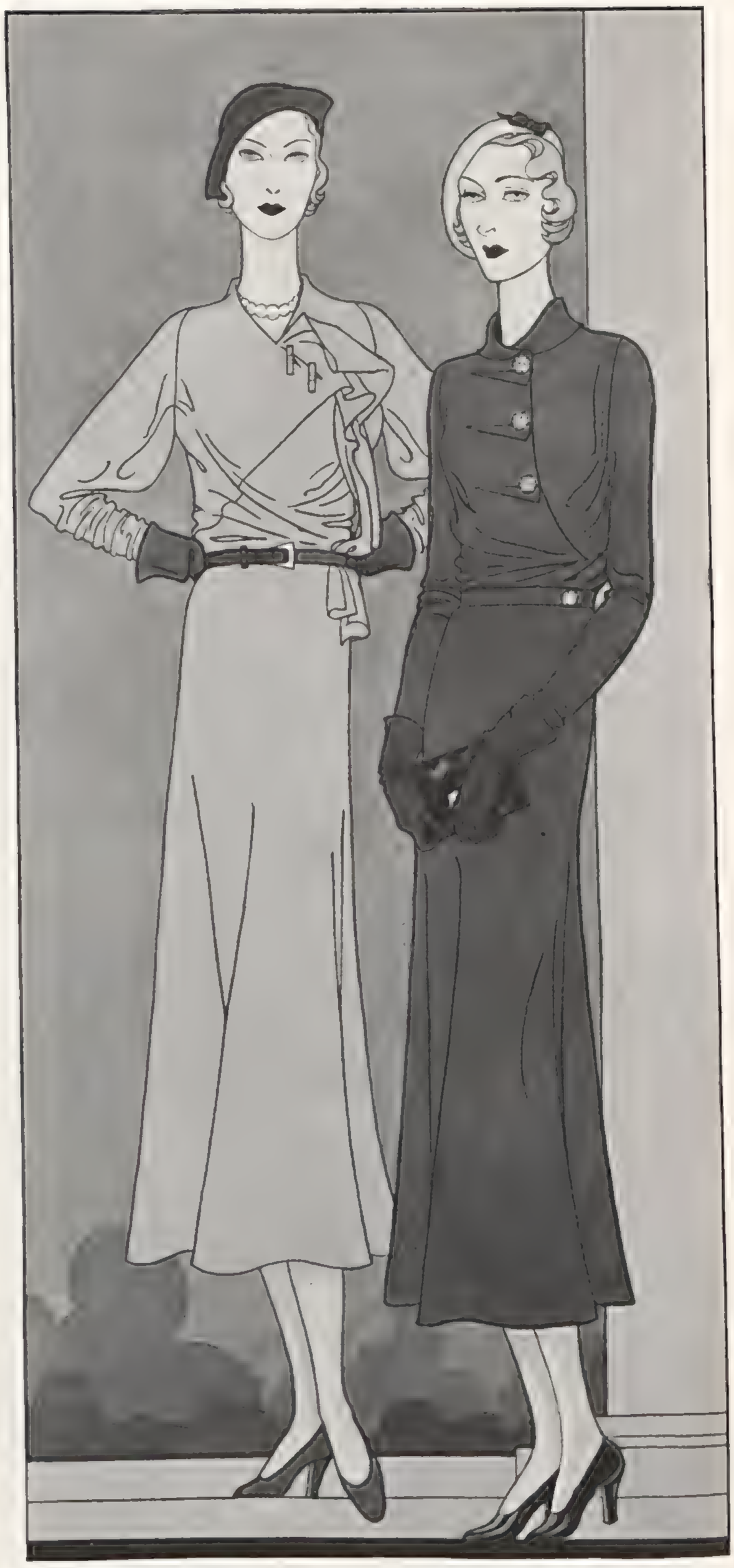
JEANNE LANVIN—HATTIE CARNEGIE • LUCIEN LELONG—MILGRIM

Through the evening, as through the day, capes widen the top of the silhouette; to wit, this black crêpe gown, "Idole," with finely beaded and embroidered cape sleeves

The smoothly fitted cape atop this dull matmira crêpe dress, "Esclave," develops into short, looped back panels. Only an unusual dress such as this looks right in white, nowadays



SCHIAPARELLI • LANVIN



MODELS FROM AUGUSTABERNARD

• Schiaparelli's black crépon ensemble, "1094," has a cape of ribbon-like bands; Bergdorf Goodman

• Lanvin's brown-and-white stripes in necklace scarf, cape lining; brown ensemble,"Rendez-Vous"; Bonwit Teller

• Silk crêpe, side closing, jabot scarf—good points of Augustabernard's dress, "781"; Franklin Simon

• Star-shaped silver buttons accent "834," Augustabernard's black woollen coat-dress; Bergdorf Goodman



MODELS FROM PAQUIN

• In "Bolide," a spring coat with the new high-neck closing, Paquin uses a pepper-and-salt mixture in tones of beige, to match the summer ermine scarf. You take off the scarf on warm days, Hattie Carnegie

• Most of the fur is at the back of "Vernissage," for the kolinsky edges a short cape that doesn't quite meet in front. The main part of the heavy black crêpe marocain coat mounts to the throat; Franklin Simon

The high-low neck-line



Polka-dots, guimpes, and mushrooms

1. SNOW FLURRIES OF POLKA-DOTS Louiseboulanger's "4"—dotted foulard; brown crêpe; Saks-Fifth Avenue. Schiaparelli's "1128"—brown wool coat; dotted top and dress; Bergdorf Goodman

2. GUIMPES—white, under Bruyère's black crêpe tea-dress; Bergdorf Goodman. Without guimpe, a dinner-dress. White piqué, with Bruyère's blue "bouclanité" dress, "Genève"; Bonwit Teller

3. MUSHROOM silhouette managed by Martial et Armand, black crêpe coat, "Quand vous voudrez"; Gunther. Redfern's black-and-white printed dress, "Paris-Béguin"; Jay-Thorpe



Twists and turns and diagonals

1. FRONT AND BACK TIED TOGETHER Schiaparelli's heavily crinkled crêpe dress, in ice-cream pink, with a note of dark plum-red in the torsade. It is "1134" and is from Franklin Simon

2. MUSHROOM tops at night—Patou's blue crêpe dinner-dress; Jay-Thorpe. • Redfern's flame crêpe; Jay-Thorpe • Lelong's coral velveteen coat; puff sleeves; "Erige"; Lord and Taylor

3. DIAGONAL CUT in Patou's white satin dress, "Romance," with one-sided revers and high neck; Frances Clyne • Patou's black georgette, "Nadia," with orange touches; Franklin Simon



STEICHEN

VIONNET—BERGDORF GOODMAN

Two colours or two fabrics

One colour above, another below—that's the big news in the current Vionnet collection of evening dresses. Take, for instance, this glittering example—pale blue crêpe de Chine topping a black skirt, with long sash ends falling on each side of the figure, welding the shades together



VIONNET—BENDEL • VIONNET—BONWIT TELLER

STEICHEN

And two fabrics are also more exciting than one. This time, satin and crêpe roma work together. Very subtly, Vionnet emphasizes the diaphragm in a nautch-girl way, with satin, then applies her full, graceful skirt of crêpe roma and her high, skilfully knotted bolero drapery upon it

Another really great example of the two-colour plan—a pale apple-green crêpe roma scarf and sash, which winds across the shoulders twists in back, and winds about the waist, and a long white crêpe roma skirt cut very high as to the waist-line. Furniture on both pages from Lavezzo



STEICHEN

STEICHEN

MARTIN BRUEHL

JUNE McCLOY

ERNEST TRUEX

CLAUDE RAINS

• June McCloy, a silvery-blond recruit from the films, is playing in the latest Ziegfeld musical, with the peppery title, "Hot-Cha!"
• Ernest Truex's current rôle is that of the detective in "Whistling in the Dark," a successful new play of the mystery thriller type
• "Moon in the Yellow River," with Claude Rains, is a play of post-revolutionary Ireland
• The scene at the right is from Irving Berlin's new musical, "Face the Music," with Mary Boland and J. Harold Murray



VANDAMM

SEEN ON THE STAGE

THE chic of to-day is the gauche of to-morrow, the charmingly quaint of next week. That, of course, is a platitude, but none the less, like so many platitudes, true. And as true of plays—with a few, an extremely few, exceptions—as of fashions and manners. Once in a great while, sometimes not once in a whole generation, a drama comes into being which reveals so profound a knowledge of human nature and transmits that knowledge in terms so beautiful and so right that it transcends technique, point of view, the mood, method, mannerism, and temper of its time. Those works do not, can not age; they are vibrant, alive, purging, awakening everywhere and in all periods, for they expose fundamentals, illuminate them, enlarge our understanding of ourselves, make us realize that we possess unsuspected emotional, spiritual, and social resources. Like all great art, they transform the world for those who are fortunate enough to have contact with them.

The only conceivable reason why the plays produced within the last two weeks should evoke thoughts of the great, the beautiful, and the profound is that none of them has any of those qualities. Indeed, most of them are so downright bad that one's thoughts—and longing—must, to preserve their integrity, leap to the other extreme, as far away as possible. Even the three exhibits which do not cause such mental and emotional gymnastics never rise above what may be called bourgeois drama. To describe them accurately, one must resort to negativity: they are "not bad."

Two of the three are murder mysteries; the third belongs to the genre known as "fanciful." It speculates on what would have happened if the shot which John Wilkes Booth fired at President Lincoln in Ford's Theatre in April of 1865 had missed its mark. The title, "If Booth Had Missed," tells its hypothesis and its nature.

"If Booth Had Missed": The six episodes cover a period of two years. Beginning on that fateful evening when Lincoln attended a performance of "Our American Cousin," it takes him back to the White House, through the maze of post-war politics and passions, brings him to the bar of the Senate as the defendant in impeachment proceedings, and there has him fatally shot by an infuriated editor after the court avers that the charges of wrong-doing are false.

Arthur Goodman, the author, must have realized when he first conceived the play that what he sought to do was well-nigh impossible of achievement. Lincoln has become to all America the symbol of compassion, nobility, and greatness. And, as a people, we insist that our heroes have no blemishes. We permit no dilution in our great—they must be great from top to toe or not great at all. That attitude has drained off their humanness—after a few decades, they become as bloodless as the photograph in the red plush album on the parlour table. Lincoln is practically the only one who has escaped the denaturing, canonizing process. Just why and how he escaped is one of the major mysteries. Perhaps one who was so superbly human is immune to the dehumanizing process. In our imagination, he is mythological, a demigod. But, at the same time, a paternal, next-door neighbour. In his case, we perform the physically impossible feat of embracing him even while we abase ourselves before him.

Goodman had, first of all, to combat a primary scientific fact. John Drinkwater, when he wrote his "Abraham Lincoln," encountered no such difficulties. For his play was chronological, it dealt with real events which the hero actually passed through, dominated, and transcended. He used the facts from which the myth has grown, and spectators felt they were "in on the making"; *idée fixe* was not endangered. But what aided Drinkwater more than anything else was that his Lincoln of the theatre could speak the very words of the Lincoln of the White House. Goodman was forced to approximate the matchless phrases. No one has yet succeeded in doing that convincingly.

The War President on the stage of the Maxine Elliott Theatre has tenderness, vision, courage, intimacy, understanding, and aloofness. (Continued on page 110)

By David Carb



A SPEAKEASY SCENE FROM "FACE THE MUSIC"

the Gospels of Beauty

7. Hand and foot notes



THE self-made beauty is a bloom of the twentieth century. She is our prize-winning exhibit, and, true columnists that we are, we are herewith busily engaged in giving away her secrets. By far the most important of these is that her self-cultivation is all-inclusive. She doesn't concentrate on her best points and trust to them to get by. It's the sum of all her loveliness that makes a beauty beautiful, and nowhere is this more clearly proved than in the hollow of our hands. Given the loveliest lady in the world, if her hands look ugly, if her finger-nails are dirty, everything is ruined. They stand out all too literally like sore thumbs, and what can you do about it? In an emergency, we can touch up our faces with powder and rouge. We can even put a hat over our hair. But, if our hands are unkempt, there is nothing we can do but sit on them.

Your thinking beauty knows this, and she won't let her hands be badly groomed. There is a story of one famous beauty who kept her own wedding waiting half an hour because at the last moment one of her perfectly pointed nails broke off straight across. We may be moved to remark that the life of that young lady's husband was destined to be no bowl of cherries, but, theoretically, she was right.

It doesn't make much difference, to-day, what size or shape our hands are. It's the way we take care of them that counts. Nor can we in honesty say that our beauties' hands are white and fair, since they are frequently a good shade of brown all the year round. But, they are smooth and firm and beautifully manicured. In a word, they are well groomed, which, to a great extent, is our modern estimate of all beauty.

At the beginning lies the matter of cleanliness. Don't for a moment think that, because we have washed our hands automatically ever since we were children, there aren't fine points in the doing. Do you, for example, always use a soap you know to be pure, lukewarm water, followed by cool, and a soft towel? Do you use a nail-brush; do you dry your hands meticulously; and do you put on a lotion every time you wash them? If you do, you get one hundred, and you can go straight to the head of this class. If you are one who thinks this is dull, then you are just a person who won't face her fundamentals. Because every detail of this thorough, careful cleansing is of the utmost importance. It won't make your hands beautiful, perhaps, but it will keep them from getting ugly.

It may be a by-product of our country's present affairs. Or it may just be that manufacturers are making us better things for less. The fact remains that you can get a pretty swell cake of toilet-soap for little money, these days—and pure as pure! The favourite pure-soap story going the rounds is about one manufacturer who gave a lunch party, in which some of the soap (minus its perfume) was used in all the food that was served. The lunch was delicious, and you can buy the soap at your drug store. Then, there are bleaching soaps of varied strength that are new to many people. There are luxurious and orchidaceous (and expensive) cream soaps that make your hands soft, as well as clean, soaps which you should never, never be without when you travel. And there is a special cream soap that is a boon and a blessing to the lady who works in a garden (she should wear gloves, but what confirmed digger will keep them on?) or who does even more utilitarian jobs about the house. This soap takes off layer after layer of grime without taking the skin with it, and it is a grand thing to have in the pantry, as well as in the bathroom cabinet.

One thing that makes everything simpler about the care of the hands is that we don't have to bother about dry skin or oily skin. We wash our hands so continuously that we



THESE LITTLE TOES GO TO THE PEDICURIST

are bound to wash away the natural oils. If the hands are really fat, we had best give them a greaseless lotion. If they are moist or clammy, one of the liquid deodorants corrects that at once. But what ninety-nine out of a hundred hands need—what they literally eat up—is a good nourishing cream. Massaged into the hands before you go to bed (always smooth the skin back, in this massage, never down on the fingers), this keeps them soft and smooth and lovely for ever and ever, amen.

And, here we again take up the gloves for this matter of nightly care. The Queen of Spain, centuries ago, slept at night with her hands wrapped in poultices and fastened to the head of the bed, as you see her depicted on this page. One of the French Louis (the vainest one) even went to bed with raw meat strapped around his hands, to make them fair to see. And what is good enough for the King and Queen, ladies, is good enough for you, only yours is a sinecure in comparison. On with your rich hand cream (be sure, by the way, that you get your terms straight in buying preparations. Some hand creams are finishing creams, and excellent for that purpose, but what you want at night is an oil-base emollient cream). Then, on with your gloves. Buy a cheap cotton pair two sizes too large, or make yourself mittens, as one actress who takes perfect care of her hands does, out of two thicknesses of cheap Turkish towelling. Or, if you wish to be really de luxe, buy a pair of grand gloves that look like pink suède and are chemically treated to keep the cream from seeping through. Keeping the cream on the hands all during the night is what works the wonders. Even then, experience has taught us not really to expect you to do it! We are just telling you.

Whatever you put on your hands at night, be sure you do one thing before you go to sleep, and that is relax them. For the fingers are the loose ends of our nervous systems, and they should (Continued on page 109)



HANDS UP IN THE BEAUTY RACKET



TOES COME OUT IN THE OPEN

THE QUALITY MARKET

Knows the best from the best-seller



ONE of the stupidest things in the world is to like things just because they are cheap. It is almost as stupid as to like things just because they are dear; to have no sense of values and to boast of high prices paid, as the rich ill-bred do. Perhaps, in these depressed days, the poor well-bred may be said to boast a bit, too, though in a different way. But if they plume themselves with some humour on financial restraint, on saved pennies, and basement bargains, they are well aware that cheap buying is not economic buying. They exercise a careful discrimination, and, the pressure removed, they will return rejoicing to places where discrimination is made easy and choice is a delight.

For, popular report to the contrary, there *is* a Quality Market! There is still a company—comparatively small, but powerful—of circles all over the world who know what is good taste in life, in manners, customs, and fashions, and who are entirely unswayed by the manners, customs, and fashions of the multitude. The multitude may seem important; it may be worked up into a passion for almost anything; for this sort of table implement or house decoration; for that sort of bodily adornment, or facial embellishing. It may revel in uneducated labels for the pretentious articles it buys —sometimes to a point where they can't be purchased by any other names. It may content itself with the mere semblance of an etiquette it does not in the least understand, and the poor copies of fashions quite unsuited to the occasions for which it wants to wear them. And, indeed, it does do all this and enjoys doing it. But it can not dictate to taste that has been, and always will be, selective.

This sort of taste goes on its way unimpressed except by the art of artists, in whatever lines art has developed real artists. It can distinguish the best from the best-sellers. The artists may be high, or they may be humble; their wares may be modest or magnificent, but the merit of them will be recognized by those who know how to choose, and the fact that there is a public who appreciates what is good, in fine material, beautiful design, grace of form, balance, delicate workmanship, amusing ingenuity, ought to convince trade that it has a standard to maintain.

We should be surprised in this very mass-ridden age, where the weight of ignorant opinion counts like the stones under which Saint Stephen was buried, if the better commercial spirit had not been a little quenched. "What is the use of offering figs, if thistles are preferred?" ask some of our great providers. Well, it has already been admitted that even those who haven't long ears have short pocketbooks and are forced to adopt a more or less thistle-like diet. But we protest against the general idea that all elegance has fled from the earth since hard times and the present generation came to reside on it. We point out, in passing, that even thistles may be cooked with proper care and served daintily; very likely, when cleverly sauced, they have an agreeable flavour; and we add that the picture of genteel poverty dining in state off one chop on an elaborate silver platter ought to encourage the silversmith, if not the butcher.

The prevailing notion at present seems to be that smart women have made a smart fad of dressing shabbily and no longer care what they put on. Nobody who knows them credits this. They may plunge into the ready-to-wear departments of the most marked-down shops they can find and come out with a waggish smile and the words: "Only ten-fifty, my dear, in Job's Church-Mouse Salon." But they have snatched the model that most resembles their favourite couturière's latest creation, and in their hearts are contrasting it—or will, when they come to wear it steadily—with the exquisitely simple garment she made them some years ago, which has yet the life of the masterpiece in it.

"Costly thy habit as thy purse can buy" may be no motto to quote in the midst of fallen fortunes, but there's a good deal of excellent philosophy in the old worldling's advice to his son. Outward appearance should suit, though never surpass, position. Of course, if one has not the means, one must not buy at all, and if one is sufficiently a good sport, one doesn't care. It is the medium condition in which to be penny-wise is to be pound-foolish. Two semi-pleasing purchases are never equal to one really satisfactory one. The woman of good fashion-taste knows this—for what is smartness but common sense with snap in it? And, as soon as she balances her budget, she is going to exercise the best choice that it permits her.

The choice of the selective customer does more to influence commerce than commerce admits. The bad taste trade brings in money, to be sure, but not prestige; and few merchants, no matter how successful their shops appear, can get on forever without this. They desire to operate in the name of fashion, at least, and they should wish to deal with the reality, for it is as true to-day as ever that those who understand what they want and why they want it will always set the pace for the sheep-minded. Elegance may be less elegant than it was, the children of distinguished people may be impatient of their parents' standards and easy-going about their own, but they never lose the background of inherited cultivation. No matter how impoverished they become, they have an instinctive feeling against shams. During the happy period of inflation, money spent itself wildly. Perhaps when the world acquires any again, it will spend reasonably and be more particular what it buys. Quality of mind will always demand quality of matter. Vogue has served its public for many years and would be blind if it could not see (and often foresee) the true trend of its taste. That this taste will ever prefer poor merchandise at the lowest prices, to the best it can buy for its now hard-to-come-by dollars, is not to be believed.



Things to observe in this outfit: the fox cuffs, the rib-hugging jacket, the crêpe roma fabric, the bold blue slippers. You can't see the décolletage, but it's very low: Kurzman

More grey fox—dangling at the ends of a great chiffon bow. The covered shoulders give a young look in contrast to the sophisticated colour of the chiffon: Madame et la Jeune Fille

The open season for fox



CECIL BEATON BERGDORF GOODMAN

A GOOD LITTLE JACKET

Here, Miss Ilka Chase looks as demure as the angelic heroine of a good old-fashioned melodrama—a very different rôle from the sophisticated young lady she plays in "The Animal Kingdom." The little jacket has a lot to do with it. It's made, surprisingly, of crinkly white crêpe de Chine, and bands of mink fur, resembling epaulets, give the broad shoulders and the quaint feeling

It's largely in the sleeves—the enormous chic of the black taffeta evening jacket on the opposite page, tied over a black chiffon dinner-dress with roses in front. They're amazing sleeves, too, puffed by elastic into a size to rival those of the Gibson girl. In fact, this photograph of Miss Ilka Chase is distinctly reminiscent of that lady—and nobody can deny that she had style



CECIL BEATON

SAKS-FIFTH AVENUE

BIGGER AND BETTER SLEEVES



MODELS FROM BONWIT TELLER

Dressed-up afternoons and don't-dress evenings

The polka-dot, which is in for a smart revival, is the motif of this chiffon model, with an afternoon-evening skirt length. The befeathered hat is also from Bonwit Teller

The sleeves and yoke are part of the lace back that goes all the way to the waist on this chiffon frock, giving a nice dressed-up feeling when you slip off your coat at the theatre

Chiffon again, and that deep fuchsia that is so smart. And again the elbow-length sleeves and ankle-length skirt that compromise so successfully between formality and informality



MILGRIM • BERGDORF GOODMAN • JAY-THORPE

Short sleeves and full sleeves are chic sleeves

At least five points merit notice, here—the high-necked, collarless look, the peplum, the grey-green of the crêpe, the short sleeves, and the colour accent in hat and gloves

The high, pushed-up waist-line has pushed up the neck-line, too. It's a surplice, tied waist-line, in this crêpe dress, emphasized by lattice trimming. The sleeves are smartly short

Where you wear the crêpe roma dress at the right depends on its length. Full-length, it's charming for dining at home; shorter, for impromptu evenings; still shorter, for afternoons



MR. EUSTIS • MRS. THOMAS HITCHCOCK

. . . AIKEN

For golfers and riders

ALL ages ride at Aiken. In the photographs at the left, we show Mr. George Eustis, Acting Master of Hounds for the hunt-meets on the Hitchcock estate at Aiken, and Mrs. Thomas Hitchcock, senior, practically First Lady in riding-circles. The two younger equestrians, opposite page, are Mrs. Hitchcock's grandchildren.

When you're not riding, you're playing golf, at this South Carolina resort. In the latter case, you wear a sweater, a woollen skirt, and more than likely a jacket to match—like the workmanlike costume of Miss Sybil Whigham, who is an important young person in the newly opened shop of Fortnum and Mason



MISS MARGARET S. SALVAGE



MRS. EARL E. T. SMITH



MISS SYBIL WHIGHAM



MISS DAPHNE PEABODY AND MASTER TOMMY CLARK



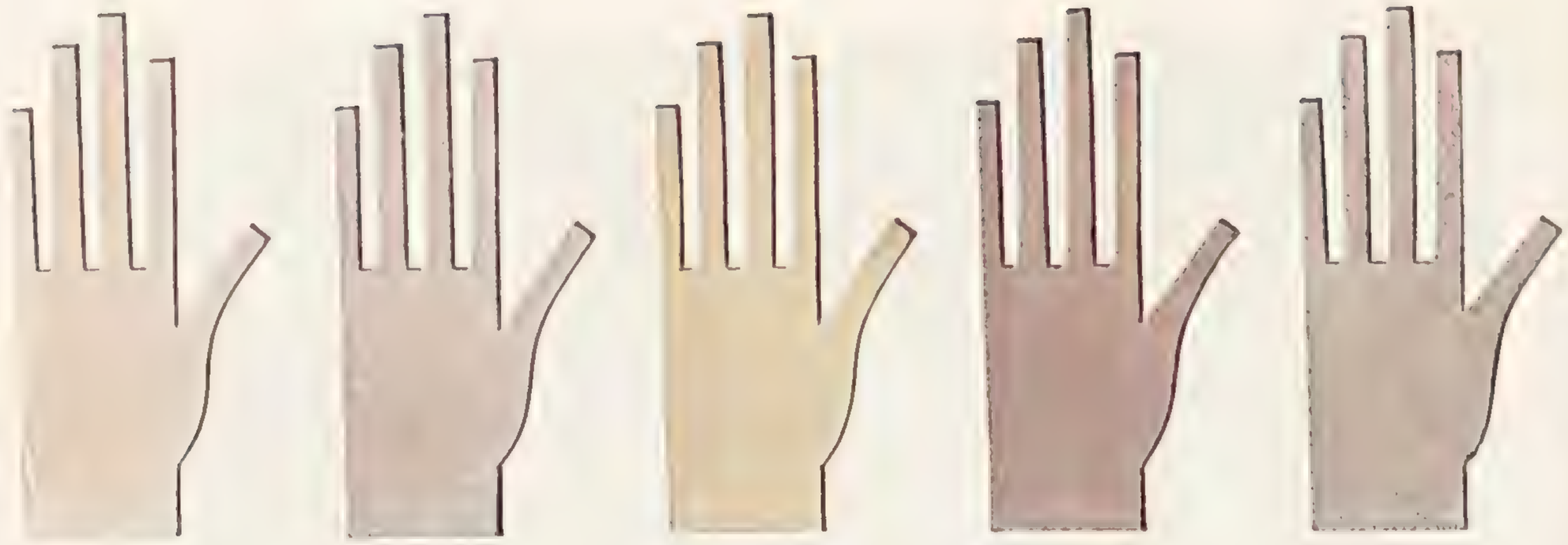
MRS. FREETON DAVIE



MRS. G. MACCULLOCH MILLER



MISS ALICE RUTHERFURD



With pale green, one of the new evening aquarelles, choose apricot-rose stockings and pale yellow-rose washable suède gloves; gloves from Alexandrine; "Bérénice" stockings; Bonwit Teller

The new orchid-rose for evening is loveliest with stockings in a strong mandarin-pink and greyish-pink suède gloves; gloves from Alexandrine. The "Hermione" stockings from Bonwit Teller

Medium-beige stockings with a yellowish cast are perfect with corn-yellow, and, in this case, match your gloves to the fabric. Alexandrine gloves; "Kasbah 100" stockings from Jay-Thorpe

The lovely rosy-red daytime shades call for a rosy-tinted medium-beige stocking, and the washable suède gloves almost match Alexandrine gloves; "Liban 84" stockings from Jay-Thorpe

Blue, the outstanding colour for day, is perfect with grey-beige stockings and washable suède gloves in a dull putty-beige. Alexandrine gloves; "Barneveldt 83" stockings from Jay-Thorpe



Key your gloves and stockings to the new colours

HOME THOUGHTS

from the decorators

HALF the fun of doing—or doing over—a house these days is that there are no rules. You can try anything. You don't have to swallow any "period" whole, you can mix antiques with the most violently modern, put together colours no one ever dreamed of, get million-dollar effects with Third Avenue furniture. All you have to have is taste and courage.

This new freedom begets much more refreshing rooms. Take, for instance, Mrs. Willard Force's new apartment. Here is a woman with a famous collection of modern paintings, but, instead of having a modern setting for them, she fills her studio with amusing Victorian furniture, upholstered—with complete disregard for convention—in leopard-skin and fur-pile fabrics. The walls are a delicious sherbet-pink, the curtains of brown fringe, and the lights are good old Americana—gold American eagles perched on lighted globes, which hang on pulley chains from wheels attached to the ceiling—like the old pulleys on water wells. The bedroom walls are covered with an iridescent candy-box paper, and the curtains are of black satin Permatex, embroidered with pearls and topped by a valance that looks like a sentimental Valentine—white lace paper over pink mounted on Compo board. That yellowish-green pistache shade, which too many Americans are afraid of—is used in the dressing-room. You ought to cultivate a taste for that shade—it's terribly smart.



A LACY KNIT STITCH IN AN ESMOND BLANKET

• About the newest colours in living-rooms—much newer even than the all-white that caused such a stir—are a pale, pale egg-shell and pink, as used in a living-room decorated for Mrs. Valentine E. Macy by Jones and Erwin. The colours are lovely—delicate egg-shells, beiges, white rose, bois-de-rose, and pale peony-pink. The idea for the room comes from an old Chinese tempera painting—the walls having the same chalky quality of old tempera. Egg-shell satin and moire are used for the curtains; egg-shell damask, velvet, and serge for the upholstery, and the decorating fringe carries the pink tones. The rug is of pink-beige chenille, and four bridge chair seats are diapered in pink satin.

Much deeper beige tones are used in the library of this apartment—a deep tortoise-shell dado, pale calfskin tones, and a few light natural hemp shades. In the dining-room, two walls are entirely of mirror, and the other two are draped in aquamarine, the chairs being covered with aquamarine leather. Mrs. Macy's bedroom has carpets and walls in a distinct pink, curtains of pearl satin, and bed and dressing-table draped with pearl quilted taffeta, heavily fringed.

• If you're thinking about opening your country place early this spring, you're probably thinking about blankets. There's a perfect dream of one that has just put in an appearance—it looks for all the world like the lacy, crocheted stuff a sweater is made of, but, for all its thistledown lightness, it will hold off any summer breeze that blows. The lady shown at the top of this page uses hers for a chaise longue throw, which is just another reason for owning it. The same minds that thought up this Esmond blanket also invented a combination blanket-spread, the like of which we've never seen before—it's shown at the top of the little sketch at the left. The topside is a quilted silk spread, grand enough for any hoity-toity bedroom, the underside is a downy wool blanket—and when we say downy, we mean downy, as any one who ever slept under an Esmond blanket knows. These blankets are made in any colour you can think of—and one nice new colour you never did think of, a pinkish-beige tone that looks like cedar-wood—splendid for a man's room or for extra blankets to be called into service in any room. And what could be nicer—for a peasant or provincial room—than the pin-checked or plaid blankets shown left? And that reminds us of a nice plaid Stevens spread we've seen lately—a washable rayon one—of great practicality and chic. And in case you didn't know, you can get draperies to match any Stevens spread.



FRESH IDEAS IN SUMMER BLANKETS

• Just when we thought that bathrooms couldn't possibly be improved upon—along comes a super, super-creation—a bathroom that looks like a baguette diamond. And that is no empty phrase, either. It literally does look like an unset diamond, it was made to—the jewel of an idea being Robert Locher's and brought into being for Mrs. Carl J. Schmidlapp's apartment. This bathroom is octagonal in shape—all (Continued on page 104)



CECIL BEATON

Miss Sarah Brisbane

The daughter of Mr. and Mrs. Arthur Brisbane, of New York, she has inherited the talents of both her parents. Miss Brisbane is now studying writing and public speaking, thus following in the footsteps of her father, who is well known as an editorial writer. She is also an accomplished musician, inheriting a love of music from her mother, the former Miss Phoebe Cary

Mr. LUNT IN A NEW RÔLE

For the hostess



CECIL BEATON

ALFRED LUNT, COOK, AND LYNN FONTANNE, EPICURE

LADIES and gentlemen, it is my pleasure this evening to present to you a famous actor in a new rôle. Mr. Lunt, currently of Vienna and the Theatre Guild, is about to be revealed to you in a guise hitherto unsuspected by his public. Ladies and gentlemen, I give you Mr. Lunt—Cook!

Mr. Lunt has very firm, personal theories about how this rôle should be played. The trouble with cooking, he says, is that there isn't enough fun in it. If it's dull in the doing, it's dull in the eating. There has to be humour, as well as good butter and eggs. Nor is he one of your theoretical gentleman cooks, whose practical accomplishments end with the mixing of a salad. He knows everything—from the seasonings to what different things should be cooked in.

When he and Miss Fontanne (and, of course, every one including the Scandinavians knows Lynn Fontanne is Mrs. Alfred Lunt) come home from the theatre at night to have supper in front of the fire, as you see them in the photograph, with Rudolph Maximilian, or with people they have gathered in, he cooks, and every one applauds all over again. He would rather cook in their house in the country, in Wisconsin, where the kitchen is big, and yellow and white, and full of businesslike copper pans, but some of his best-known dishes have been concocted in the little kitchen in the New York flat. This is due more to ingenuity than to art, however, for the maid who buys for the house is Scotch and buys for one day only, and, when a cooking mood suddenly comes on him unawares, the source of supplies may be limited.

One of the Lunt *spécialités*, for example, is scrambled eggs, Bobby Jones, made in an extemporaneous moment when Robert Edmond Jones was there, every one was hungry, and there was nothing in the house—made under that impetus and clamoured for ever since. There were some tomatoes, and they were peeled and cut up; and some onions, and they were sliced very, very thin and thrown in a pan with the tomatoes and cooked with some butter, and some Chili sauce, and Madeira, and a little salt, and put smoking hot in the middle of a platter, with scrambled eggs all around the edge. And that's what you can do with nothing in the house!

One of the few Lunt dishes of the more elaborate school is a dessert, dedicated, of necessity, to Alexander Woollcott, because he eats so much of it there's never enough for any one else. This begins with a mould of French ice-cream in a coating of raspberry ice that is ordered from a shop. Then, over it goes a sauce of fresh crushed strawberries, grated orange-peel, caster-sugar, and cointreau.

The *spécialité de la maison* for Robert Sherwood is a divine combination of lamb, rice, mushrooms, and bacon. You use the tenderloins of lamb chops (the bones will do you for soup, of course, adds the practical Chef Lunt), and you put a chop, a square of bacon, a mushroom, a square of bacon, and so on, on skewers, which are then cooked in a pie tin with a little butter, basting them often. Rice is cooked in the lamb stock until it is tender and then browned in butter. A bed is made of the rice, the lamb and its accompaniments are slipped off the skewers onto the rice, a thin brown gravy (add a little water to the pan for this) is poured over, chopped chives are sprinkled on top, and the epicurean result is served with grilled tomatoes and fresh pease.

Mr. Lunt has ideas on how fresh pease should be cooked—beans, too. Don't wash them so much—you wash the life out of them. Add a pinch of bicarbonate of soda (to make them beautiful), salt, and a tablespoonful of sugar (this last is important unless they have just that instant been picked from the garden, when they are sweet enough for anybody). Pour boiling water over them, but no higher than your finger, and cook them till they are tender, with the top off the pan, drain them, and add butter and a little cream. You don't know the cream is there when you eat them, but it's delicious.

One reason that this cooking has such a versatile range is that the Lunts eat anything and everything for supper. Up until the play, they have only two sparse meals—a roll and coffee for breakfast, and meat or fish with a vegetable for dinner. This régime, however, was broken at the time when Miss Fontanne got so thin that she had to eat three substantial (Continued on page 90)



Short cuts in jackets

Something like the sack suits worn at Oxford—this model is of grey flannel with a blouse of white, blue, and grey striped shirting. It's about $35; Best

A 1932 rendering of the great American standby—the navy suit; Forstmann's "Chackra" wool; white crêpe blouse; about $50; Saks-Fifth Avenue

The red suit is the latest newcomer on the scene—a good one being this, of Forstmann's red "Lerta," worn with a white satin blouse: under $60; Kurzman

At first, you think this is a herring-bone wool suit, but it's a brown-and-beige knitted one—yes, knitted for town; orange blouse; about $55; Bergdorf Goodman

A plaid taffeta blouse in yellow, green, and blue puts the spring spirit into this navy-blue wool suit, with a buttoned skirt; under $50; Bonwit Teller



A NEW DEAL IN SUITS

Suits with two skirts

This is the latest economy racket—a suit with two skirts. You see here the checked jacket with a plain skirt and, next, with a checked skirt; under $50

You can have this checked tweed suit in black-and-white, brown-and-white, or blue-and-white, with the extra skirt in black, brown, or blue. It is from Altman

Another bright and shining example of the suit with two skirts. Here, the jacket of the green chenille tweed suit is worn with the extra blue skirt

This is the way the green chenille tweed suit looks when worn with the skirt to match. Owning that blue skirt, left, makes another outfit. Under $50; Altman

PRESENT-DAY TASTE

in Mr. and Mrs. Archibald Brown's apartment



ANTON BRUEHL



The living-room in Mr. and Mrs. Archibald Brown's apartment has French windows that look over the East River. The photograph on the opposite page shows the charming window treatment —curtains of rough casement cloth that blend with the pale cinnamon-pink of the walls, trimmed with a border in cream and henna and draped over a pole with a lotus-flower motive

The China Room, shown above, gets its name from the beautiful Napoleonic table-service that fills the niches a magnificent set of white and gold Sèvres. One end of this room is oval, and the lemon walls are a perfect background for the Venetian Empire painted furniture and the striking modern French rug, in reds, greens, and orange on grey, designed by Lurçat

The view of the living-room, at the right, shows the simple stone fireplace. The hearth is raised from the floor about a foot, and old-blue brocade cushions at the side make a delightful, informal place to sit. Old French bronze lamps on the table have white parchment shades, and a Persian-blue bowl is a charming contrast to the pale cinnamon walls and terrazzo floor



ANTON BRUEHL

Winter and summer at

MONTE CARLO

as seen by Him



THERE is a fashion for revivals, to-day. Old songs and old plays are being resurrected from the late 'Nineties and early nineteen-hundreds, new plays—like "Cavalcade" —are built on incidents from that period, and writers of memoirs, like the dressmakers, are turning back history to unearth things only just forgotten.

And Monte Carlo is sharing in this revival. To my generation, it is the place of all places overhung with memories and legends. Legends of fortunes made in one night at the gaming tables; of brilliant and elegant Victorians who thronged the gilded halls of the casinos, rubbing elbows with kings, princes, and grand dukes. It was the background of innumerable adventures, in fiction and real life, thrilling to those of us who can remember it and stirring the curiosity of the younger generation.

Of course, Monte Carlo is no longer like that. Life is no longer like that, and the people of that day are no more. Yet, I can still see it as it was, when I fall asleep at night, in my room at the Hotel de Paris, to the accompaniment of the clatter of the horses' hoofs—for the little open *fiacres*, drawn by two small ponies, are still a familiar sight on the roads of Monaco. I see again the great ladies I admired in my youth, splendid in their absurd trailing clothes—white satin dresses with pleated chiffon flounces, mantles covered with ruffles of chiffon and lace, and aigrettes in their hair—, stepping into one of these romantic carriages, escorted by pompous males with gardenias in their buttonholes, and being whirled off in the early dawn. And I can remember the excitement among the attentive cabbies waiting outside the Casino for the prodigal gentlemen who, when they had won, often gave them hundred-franc tips (twenty dollars in gold) for taking them home. The clatter, clatter of hoofs on the pavement brings back these and many more memories of this, the most famous resort of the last fifty years.

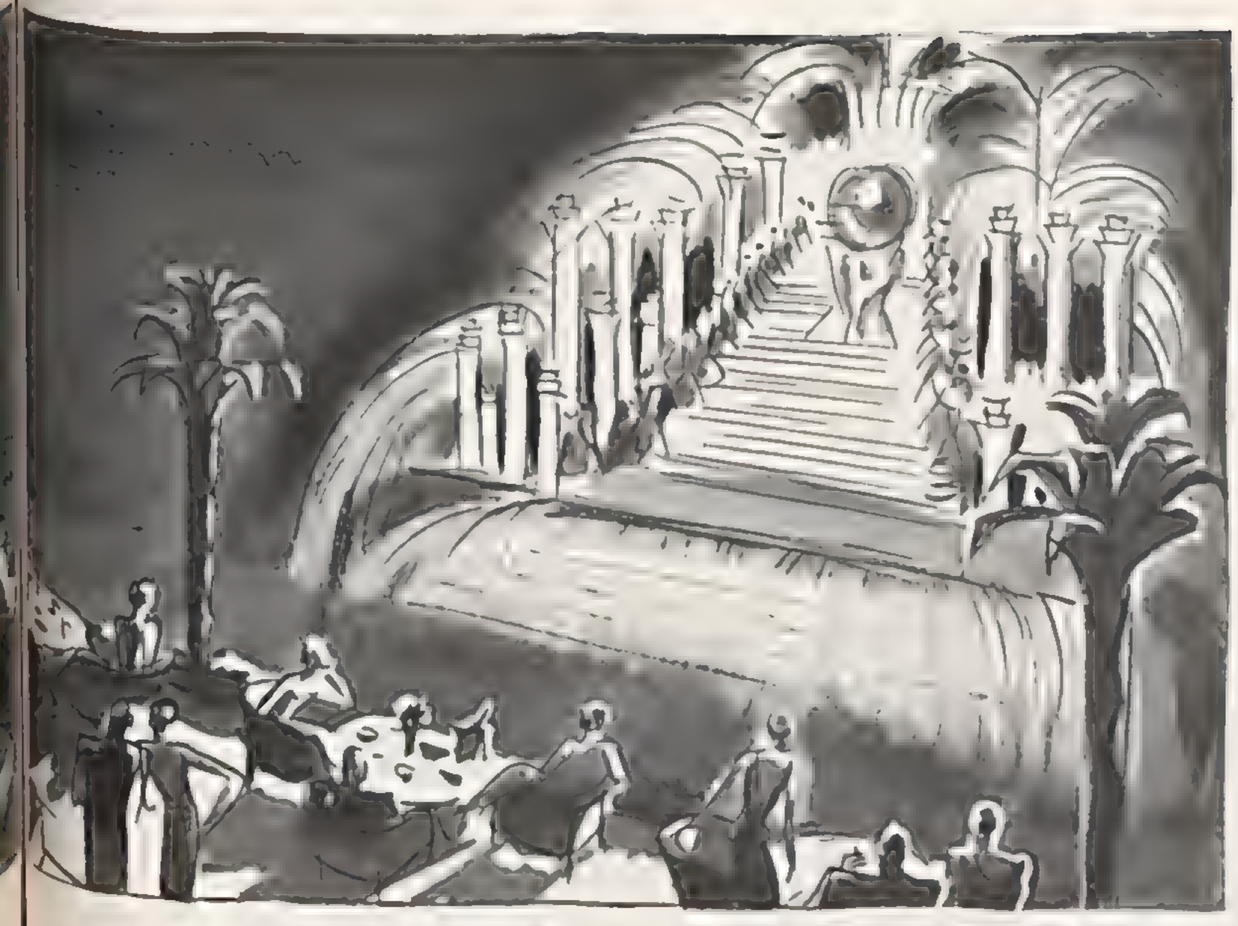


MODERN LIGHTING ON THE PLACE DE PARIS

But we moderns have our ways, too, though they are different ways, and this is what we do at Monte Carlo now. We treat it like a cure (one kind of a cure in winter and another kind in summer), or we treat it as a sort of night out in Montmartre—a biyearly spree (it has become especially popular for the week over New Year's)—, or we treat it like a five-day crossing on a fast ocean liner. Indeed, a week at Monte Carlo in winter is not at all unlike being on board a big ocean liner for that length of time, for it is one of the few places I know where one can amuse oneself all day, within a stone's-throw of the place de Paris, bound by the Casino de Paris, Ciro's, and the buildings close by.

The days drift by like magic. You start with a walk on the famous terrace of the Casino, overlooking the sea, where hundreds of people are walking or sitting in the sun. This is followed by an apéritif, either at one of the tables in front of the Café de Paris or in the bar of the Hotel de Paris, where the drinks are served with hot cheese biscuits, fresh fried potatoes, or any one of a number of things made by the bartender's assistant on a little gas grill in the corner—especially made for you, while you wait.

Then comes lunch at the Casino de Paris, in the enclosed terrace (which always reminds me of the "Palm Garden" on an ocean liner), followed by a variety of things —either a concert at the opera, (Continued on page 94)



DINNER ON THE CASINO TERRACE AT MONTE CARLO BEACH





MADAME JACQUES BALSAN • (TOP) CHARLES CHAPLIN BESIDE HIS SNOW IMAGE



DRIAN, THE FRENCH ARTIST



BARON PONTZ, MADEMOISELLE CHANEL, THE MARQUIS DE LABORDE, AND MADAME LOMBARDI



CECIL BEATON

ROSE AMADO • JOHN FREDERICS

Capes—the shorter, the smarter

Here is a wool dress that isn't just another wool dress—it's a whole street costume—all because it owns a separate little wool scarf with a patch of black Persian lamb, that you tie around your figure, when you like, to look like a cape. Both scarf and dress are red. The pancake of a hat is of bird's-nest straw with a red feather, made by that new American designer about whom New York is all excited—John Frederics

SHOP-HOUND

Tips on the shop-market



WHILE you are mulling around in your mind over your shoes for spring, let this piece of news seep into your considerations. Saks-Fifth Avenue, which for years has been the shoe-buying lady's paradise, has a new and very important appendix to the shoe department, which is called the Costume Shop. This department has secured a wonderful old master-craftsman, of the sort who usually exists only in books of a sentimental and weepy nature, and this romantic character will make a last especially for your foot, and on that last may be made any kind of shoes you want, according to your own special and eccentric specifications. The master-craftsman (who has been making shoes by hand since you were in swaddling clothes. You're welcome.) will make either day or evening shoes with the same jewel-like precision, for less than $28, which, as you may as well know now, is microscopic for what you get.

• On my mad chase for spring hats, I came upon the shop of Mignon, in the Fifties. Now this is a place worth going to; more than that, if you are the kind of person who really wants a good hat, and not the type to perch a little snippet of jersey on top of your head and let it go at that. These are hats, good, beautifully made, smart, distinguished hats. I have noted down several models that I thought you would like to know about. There is, first, a draped beret made of black crocheted visca, with a brim slanting down over one eye, a classic hat for suits. There is a ravishing Talbot hat, a shallow little thing of shiny, rough black straw, tilting like a tin helmet over your forehead, up in back, and down in front. As trimming, it has, in back and front, clusters of little pink flowers covered with the same sort of substance that covers Técla pearls, giving the blossoms that iridescence.

For sports, the models I liked best of all were: first, one with a brim made of a straw and linen crochet in mixed white and dark blue, which had a mad Tyrolian bunch of feathers sky-rocketing somewhere at the back. Also, a little soft brown hat of a woolly substance called cocoanut (which actually resembles the rough surface of a cocoanut), with several feathers in red, white, and green thrust through its crown. For early summer gardens, Mignon is all prepared with a number of charming, broad-brimmed hats dripping with glamour. One is made of rough yellow straw, has a little narrow black satin ribbon running round its crown, and a group of yellow, black, and green roses at the back. And another, particularly romantic, is of rough straw covered with cellophane in a dull apricot colour, woven with the peculiar surface of the outside of a pineapple. This tips gaily over the face and has a chartreuse velvet ribbon and chartreuse roses trimming it. Personally, I should think almost anybody could get themselves up to look like a Helen of Troy in one of these hats.

• Never say that Shop-Hound does not look after your needs like a positive mother. Here I have been trudging about this milling city with the sole intent of finding the smartest shoes for spring. For myself, you assume? Ah, no, for you, my children, for you only; I myself am practically down on my uppers after all the walking I have done. But virtue has its rewards. Mine were two discoveries, and I've told you about one of them, in the first paragraph. The second was the shoes at the French Bootery.

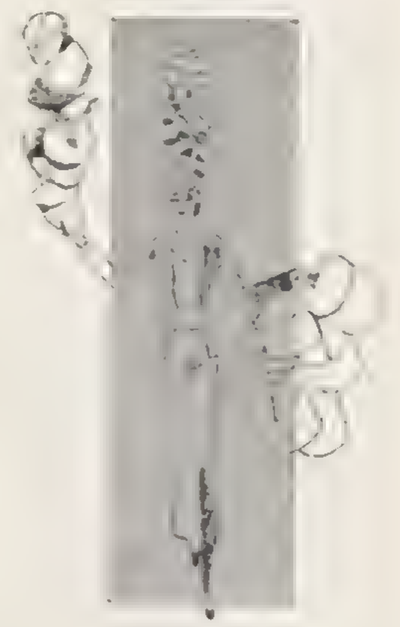
To list only a few of the more ravishing, there is a sandal for spring afternoons, with an open shank and a T-strap and an open-work toe, made of felt in all colours, and altogether slender and lovely. For walking on the red-hot pavements of late spring, there is a pair of Oxfords in brown leather, with the section over the instep open and filled in with a mesh made of string the colour and consistency of grocer's string. A pump of this fantastic, wonderful felt also has a large hole over the toes filled in with this mesh, and the shoe is made in black, brown, or dark blue, trimmed with a steel ornament set at a slant at the edge over the instep.

For evening, this shop does particularly well. It has the most open sandal you can imagine, a strip or two of gold and silver kid and a heel to walk on being all you can see of it when it is on; there is nothing over the toes or over the heel. You can also get this model for dancing purposes, with a little bit of kid set in over the toes so that bad dancers can't kill you, and this version has bits of satin in its straps that can be dyed the colour you please. The thing to remember about the French Bootery (Continued on page 100)

• Shop-Hound spends her life snooping about the shops. If you need information, address Vogue's Shop-Hound, 420 Lexington Avenue



YOUR HAT MAY RESEMBLE THE SHELL OF A COCOANUT



BRIGHT YOUNG PEOPLE WHO HAVE HATS BY THE GROSS



BAD DANCING PARTNERS CAN RUIN UNCOVERED TOES

A COMPLETE WARDROBE

Smart, economical, and based on

designs for practical dressmaking



EVERY woman dreams that she will one day achieve the Perfect Wardrobe. Every dress in it will have its special, indispensable use, every hat will belong with something, and there will be no odd, floating garments that have no relation to the rest and are in verity White Elephants. The colour scheme will be such that innumerable combinations can be made in this concise, ideal wardrobe. She would also like, it is needless to add, to acquire this maximum of clothes efficiency at the minimum of financial outlay.

Just such a wardrobe has been planned for you, illustrated on these two pages and on pages 78 and 86, and rendered attainable to every woman through those miracles in tissue-paper called Designs for Practical Dressmaking. Whether you employ a seamstress to make these models or make them with your own ten fingers, you will be able to save on these clothes, and this is an absolute guarantee, if you take into consideration the superiority of fabrics and the hand-finishing which are possible if home-dressmaking is done. Every one of the clothes illustrated has its special purpose. Let us see how essential each one is.

First, there is that miracle of practicality and chic, the suit illustrated at the left. A jacket (No. 5970) and a skirt (No. 5971) of checked woollen, which is particularly smart this spring, make a change by the substitution of a plain skirt (No. 5958). You can see how versatile such a costume would be. The crêpe blouse you see (No. 5968) could be supplemented by a jersey blouse for the country. And in this great suit spring, such a costume as this should be your first and most important commandment.

Moreover, you can have it at a price. Suppose you make the checked skirt and jacket of one of the new Forstmann woollens—and nothing could be smarter. About four yards in the 54-inch width will do the trick, and at approximately $4.50 a yard, this immensely useful costume will cost around $18, while the addition of a second skirt in a soft (Continued on page 86)

The indispensable suit

JACKET No. 5970 BLOUSE No. 5968 SKIRT No. 5958—Checked woollen for the collarless jacket, plain woollen for the built-up skirt, flat crêpe for the blouse. Skirt 5971 is for variety. Designed for sizes 12 to 42; skirt, 26 to 34

The accessories complete both suit costumes and combine well with the models on the opposite page. Dunlap hat of beige felt; under $14; Best. Fawn suède bag; under $7; Bonwit Teller. Calfskin pump; under $13; Bonwit Teller

Designs for runabout wear

COAT 5966—Of diagonal wool. Designed in sizes 32 to 40.
FROCK 5963—Wool frock; scarf. Designed in sizes 32 to 42.
FROCK AND JACKET 5964—Crêpe. Designed in sizes 32 to 44.
FROCK 5965 BOLERO No. 5949 Designed in sizes 12 to 38.

The shallow Dunlap hat of natural milan straw would look well with any of the costumes above, and it costs under $14; from Best. The alligator calf purse costs about $15, the brown calf Oxford under $19; both from Saks-Fifth Avenue





SMART FORMALITY

Afternoon **Evening**

FROCK No. 5959—Here is an ideal frock for afternoons or for informal "don't dress" evenings. It combines semi-sheer crêpe and lace. It may be ankle length. The adjustable sleeves are very chic. Designed for sizes 32 to 42

FROCK AND JACKET No. S3564 The short tie-on jacket doubles the usefulness of this pebbly crêpe costume. The skirt has a smart built-up waist-line, and the top may contrast. It is designed for sizes 32 to 40

EVENING FROCK S3565—For formal wear is this bias frock of triple chiffon. Designed for sizes 12 to 20; 30 to 38

EVENING WRAP No. 5972—An "Easy-to-Make" velvet wrap. Designed for sizes 12 to 42

The crêpe or satin bag is chic with these costumes; under $13; Nat Lewis. Crêpe or satin sandals, piped in kid; dyed any colour; under $13; Hanan. A Whiting and Davis flexible gilt mesh belt; about $3; Best

Her Loveliness

WILL LAUGH AT THE PASSING YEARS

For her Hollywood dermatologist has given her the secret of lasting complexion beauty

A new star is rising in the movies . . . Sally Blane. Thinking of her future, she went to the most prominent dermatologist in Hollywood. Said to him:—

"What should I use on my skin to keep it just as it is now? What do you tell the stars to do to keep from getting wrinkled, faded, old looking?"

Here is the answer this eminent physician gave to Sally Blane. Here is the advice he gives to stars whose complexions are worth millions! Surely this is the beauty care you want to give YOUR skin:—

"Every day . . . 2 or 3 times a day . . . use Woodbury's COLD Cream to smooth and soften your skin. It replaces the moisture dried out by wind, sun and dry-heated rooms. Its oils give the skin resilience to resist wrinkles. Most skins *shrivel* into lines because they are dry. Woodbury's COLD Cream both preserves and restores the vital lubrication which keeps the skin full and firm and supple.

"And, also, you should use Woodbury's FACIAL Cream, as a foundation for powder, and as a protective cream before going outdoors. It prevents dust and powder from entering the pores, and shields your skin from the drying effects of wind and sun."

•

How old are you? 20? Then use Woodbury's Creams, as this great specialist advises the young stars to do, to preserve the soft freshness of your skin for the exciting years to come. 30? 40? Then begin at once to use Woodbury's Creams, to put back into your skin the rich oils for which it is thirsting, to replenish the tissues which are shrivelling into lines.

Buy Woodbury's COLD Cream and Woodbury's FACIAL Cream at any drug store or toilet goods counter . . . and also other Woodbury Scientific Aids to Loveliness.



Woodbury's

COLD CREAM · FACIAL CREAM

AND OTHER SCIENTIFIC AIDS TO LOVELINESS

Tune in on Woodbury's every Friday, 9:30 P.M., E.S.T. Leon Belasco and his orchestra. WABC and Columbia Network.



Sally Blane Will Connell '31

SALLY BLANE . . . photographed in Hollywood, especially for Woodbury's, by Will Connell

USE THIS COUPON FOR PERSONAL BEAUTY ADVICE

John H. Woodbury, Inc., 6616 Alfred Street, Cincinnati, Ohio
In Canada, John H. Woodbury, Ltd., Perth, Ontario

I would like advice on my skin condition as checked, also week-end kit containing generous samples of Woodbury's Facial Soap, Woodbury's Cold Cream, Facial Cream, and Facial Powder. Also copy of "Index to Loveliness." For this I enclose 10¢.

Oily Skin ○	Coarse Pores ○	Blackheads ○	Flabby Skin ○
Dry Skin ○	Wrinkles ○	Sallow Skin ○	Pimples ○

For generous sample of one of Woodbury's Three Famous Shampoos, enclose 10 cents additional and indicate type of scalp.

Normal Scalp ○ Dry Scalp ○ Oily Scalp ○

*Name*_____ *Street*_____

*City*_____ *State*_____

© 1932, John H. Woodbury, Inc.



Fitted waists and broad shoulders

FROCK No. 5965—Notice the wide belt joining the gored skirt and blouse of this "Easy-to-Make" frock of Stehli's whipcord crêpe. Designed for sizes 12 to 20; 30 to 38

FROCK AND JACKET No. 5964 The jacket of this frock has seven-eighths length raglan sleeves and may be made of the printed crêpe. Designed for sizes 32 to 44

FROCK No. 5962—It looks like a suit, but it's really a one-piece frock, made of a thin new Forstmann woollen, "Juanita." Designed for sizes 12 to 20 and 30 to 38

BLOUSE No. 5967—That high neck-line and the bow of printed crêpe are smart details of this rough crêpe buttoned blouse. Designed for sizes 12 to 20; 30 to 38

FROCK No. 5961—You'll need a printed chiffon like this for summer; long sleeves provided. Marshall Field's Beau Monde silk used. Designed for sizes 12 to 20; 30 to 38

BLOUSE No. 5969—You can have a skirt to contrast or to match this canton crêpe overblouse. The set-in sleeves may be made shorter. Designed for sizes 14 to 46

Designs for practical dressmaking

BACK VIEWS OF THESE MODELS ARE SHOWN ON PAGE 84

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 70 Bond Street, Toronto, Ontario. The prices of patterns are given on page 22

She *Couldn't* Understand It . . .

Such a pretty girl . . . such a nice girl . . . so talented, too . . . yet she wasn't popular. Other girls were always nice to her, but there the matter ended. If a fourth at bridge was wanted they would try almost everyone else before calling her. Men, attracted by her good looks, usually called once . . . and never called again. She didn't know what was wrong. It worried her. What a pity no one ever told her . . . but no one ever does. The matter is too delicate to talk about.



Don't risk offending others

Halitosis (unpleasant breath), like perspiration odors, is the unforgivable social fault. It has broken up many a romance, cooled many a friendship. The insidious thing about it is that you yourself never know when you have it. The subject is so intimate that even your best friend won't discuss it.

The one way to make sure that your breath is sweet, wholesome, and inoffensive to others is to rinse the mouth with Listerine. Every morning. Every night. And between times before meeting others.

Listerine instantly ends halitosis because it immediately halts food fermentation in the mouth—the principal cause of odors. Having thus struck at the source of odors, Listerine gets rid of the odors themselves. It is the swiftest of deodorants.

Don't rely on ordinary mouth washes to put your breath beyond reproach. Many have no deodorant power whatever. Listerine immediately overcomes odors that ordinary mouth washes cannot hide in four days. This statement is based on a series of careful tests conducted by a noted New York chemist.

Make up your mind now to use Listerine every day. You will know then that your breath is always sweet—that halitosis cannot ruin you socially. Lambert Pharmacal Company, St. Louis, Mo., U.S.A.

LISTERINE ends halitosis and checks body odors



a smart new tie

HAND-MADE BY DELMAN

TALLY—A new two-eyelet tie, designed for the Spring tailleur. In blue, brown or black kid, it is smartly perforated and underlaid with contrasting kid. $16.50

Each Delman Shoe bears that fine distinction which comes to all things fashioned carefully by hand . . . A quality that identifies a Delman Shoe wherever it travels.

DELMAN

DELMAN BUILDING · 558 MADISON AVE. · NEW YORK

MIAMI · PALM BEACH · CHICAGO

SOLD EXCLUSIVELY BY THE BETTER STORES IN PRINCIPAL CITIES



TRANSFORMATION BY PIERRE

This charming transformation has been arranged in natural, flattering lines. The hair in back has only a suggestion of a wave and is carried close around the head, to end in a soft little cluster of ringlets

ON HER DRESSING-TABLE

IF YOU are one who wears a transformation or contemplates wearing one, you know what an all-important matter it is in your life. Pierre is one of the outstanding hair-dressers in America who specializes in transformations, and his talent in this field is evidenced on more smart heads than you would suspect, so skilfully do his transformations simulate Nature. The one shown above is an excellent example of this natural effect.

A very superior job of suiting the style to the hair that is to be dressed has been done in the coiffure below, by Michael, Hairdresser, Inc., of East Fifty-Seventh Street. Individual styling to your own particular head is one of the special features of this shop.

Despite the signs of waning depression, times will continue hard for sagging chin-lines and drooping cheek muscles if these are taken to Madame Renna's establishment in West Fifty-Seventh Street, in New York. Here, Madame Renna, Dr. Campbell, and their staff work to restore the erring muscles of the face to their right positions in life. The operators here are dentists, chosen because of their knowledge of the muscles of the face and throat, as well as the bone structure. With skilful fingers, they detect a weak or falling muscle and manœuvre it into its proper place, a treatment which should have its own appeal to those who aren't too happy about acquiring signs of middle-age.



COIFFURE BY MICHAEL, HAIRDRESSER, INC.

This distinguished coiffure was created especially for white or blond hair. The part goes straight down the back, the little rolls are turned up, close and high, and the wide wave outlines the head

HAT MODES ARE REVEALING

This year, everyone notices your hair more than ever before. Therefore, keep it soft, lustrous and fragrant with Houbigant's Lotion Individuelle. From a sealed individual flacon, your hairdresser will apply it as a last rinse—after the shampoo—before the wave—to free your hair of oil and soap residues—to supple its texture and so, make it more receptive to the wave. And, so important, you will find that it reduces by half, the usual drying time.

ODEURS

QUELQUES FLEURS . . . AU MATIN . . .
BOIS DORMANT . . . IDÉAL . . . ETC.



LOTION INDIVIDUELLE

OBTAINED AT AND APPLIED IN HAIRDRESSING ESTABLISHMENTS EXCLUSIVELY

HOUBIGANT

PARIS

This charming hat for town is called "SYLVIA." *It is made by hand, of Vis-a-Vis Straw. It comes in an assortment of colors, and all head sizes.*



Study of Miss Alice Lorraine by Forbath and Rejane

A LITTLE *trimming is a wonderful thing*

Because this gay and giddy season is apt to go to one's head, really smart women will appreciate the restraint and good taste of Stetson hats. For when so many bonnets are buried beneath flower gardens, the beautiful lines and true proportions of a Stetson have more than their usual distinction. They are hats of character. And they are trimmed with *discretion* . . . the very newest thing in trimming.

JOHN B. STETSON COMPANY

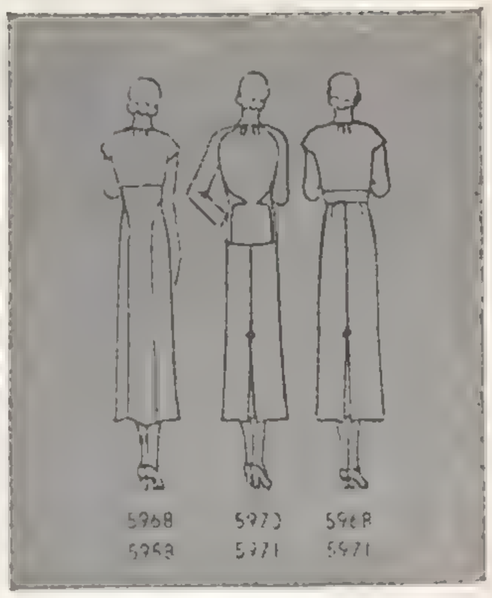
358 FIFTH AVENUE, NEW YORK

STETSON

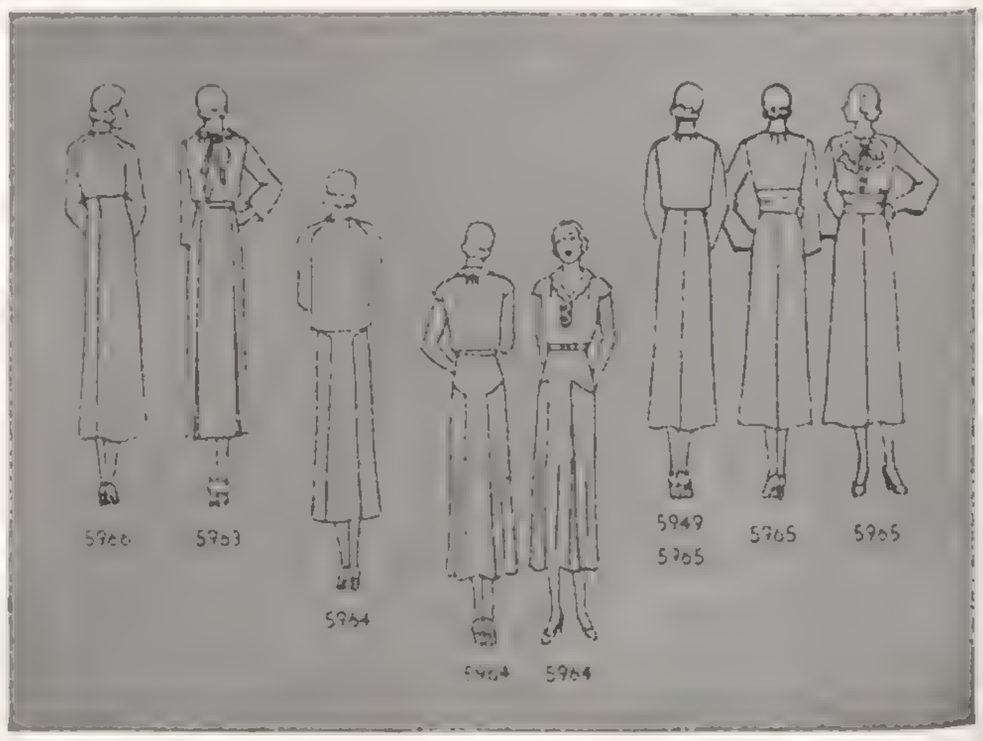
STETSON HATS for WOMEN

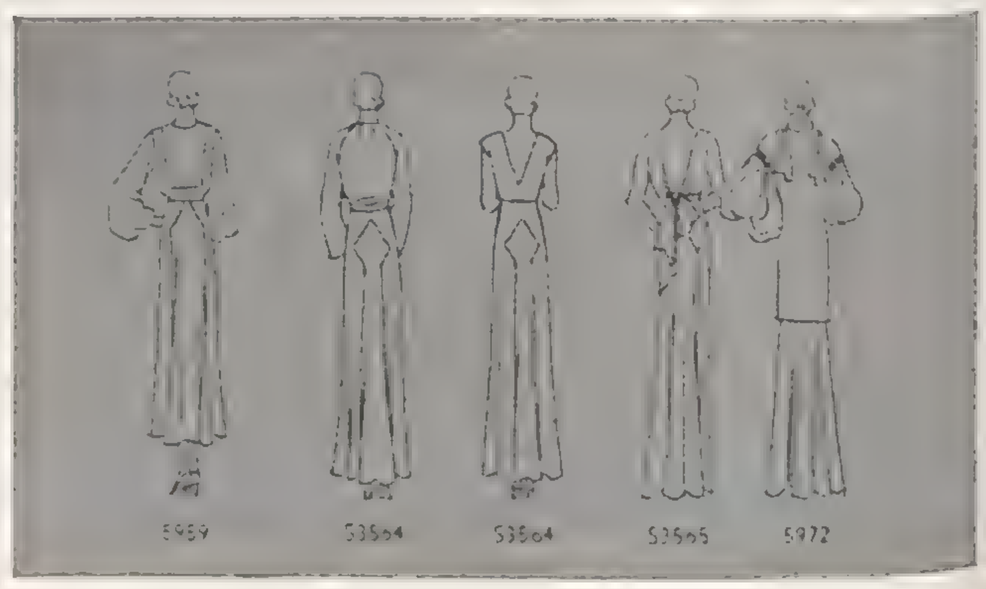
ANOTHER ANGLE ON FASHION

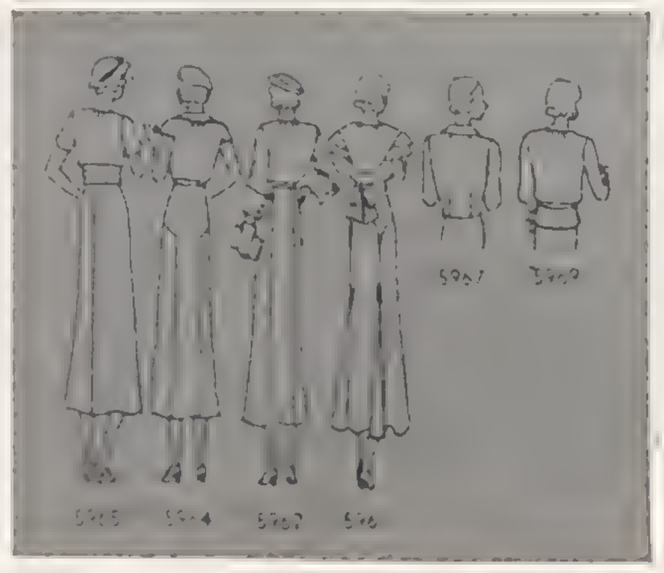
Here, right, you see the back view of the two-skirted suit that occupies so important a place in the wardrobe article on page 76



Directly below appear the backs of the models on page 77. The good lines also show to advantage from this point of view







In the group above, the skirts of the models—also on page 78—are cut to give fulness where fulness is most essential to their chic

That fitted look above the waist is necessary at the back, too, as may be seen by these models, left (which appear also on page 80)

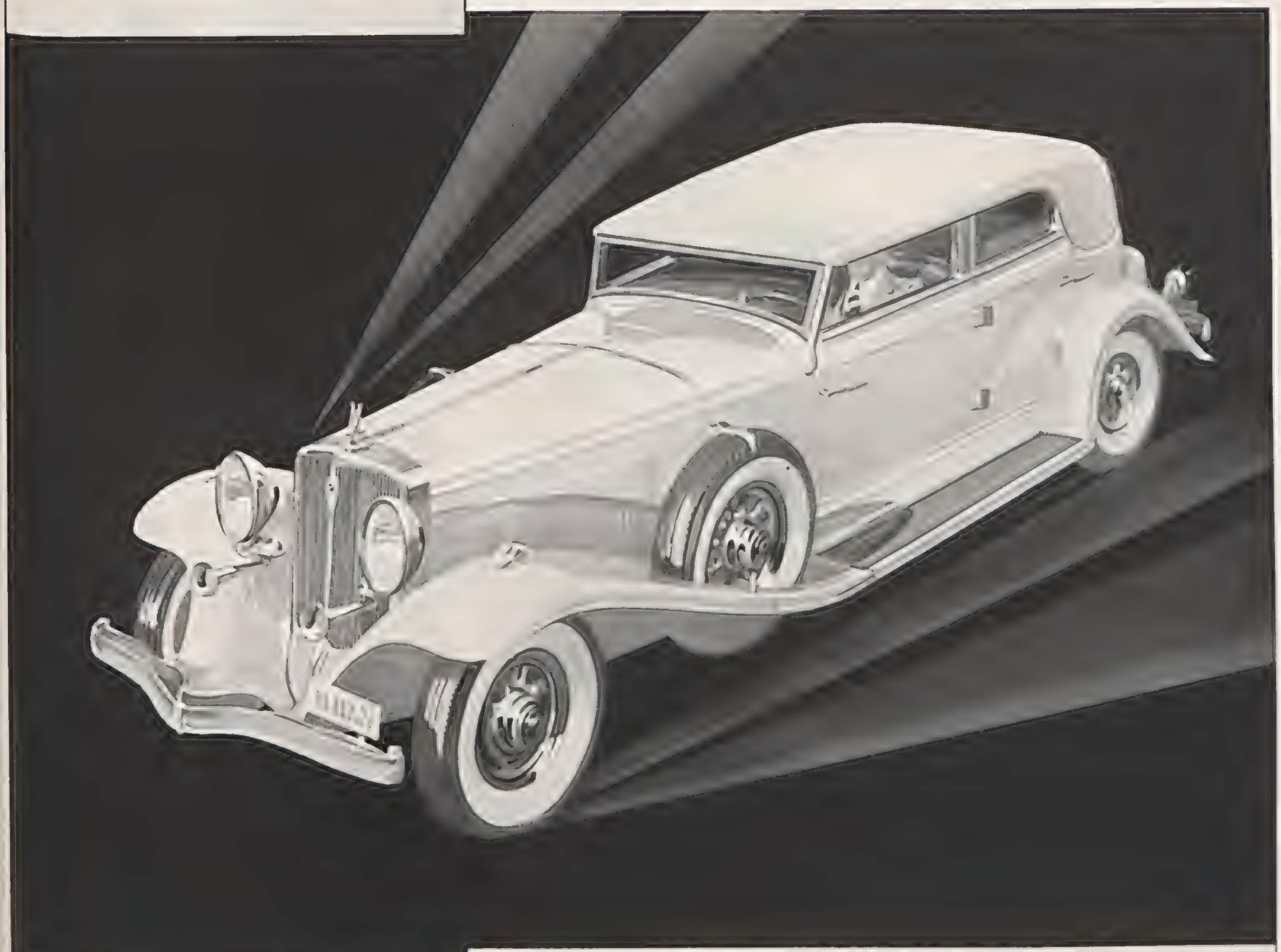
The 4 great *"buys"* OF 1932

BE hard to please when you buy your new car! Insist on getting a 1932 value as well as a 1932 model. Don't take less than *all* the worth-while engineering advancements—not just one or two or three of them. And make sure you pay no premium compared with Studebaker's drastically lowered prices.

No line of cars in America can measure up to the Triumphant New Studebakers in a searching comparison. Their 32 important betterments embrace every advanced engineering achievement of the year—many of them exclusive with Studebaker.

1932 Free Wheeling, combined with Synchronized Shifting, Full-Cushioned Power and Automatic Starting are Studebaker advancements matched by the adoption of finest quality Safety Plate Glass in all windshields and windows of all models at no added charge.

There is only one way to find out what Studebaker's 32 great advancements mean, in riding, driving ease and enjoyment, and that is by driving any one of the Triumphant New Studebakers—the four great "buys" of 1932.



PRESIDENT EIGHT . . . . $1690 to $1990
122 horsepower, 135" wheelbase—*Reductions up to $560*

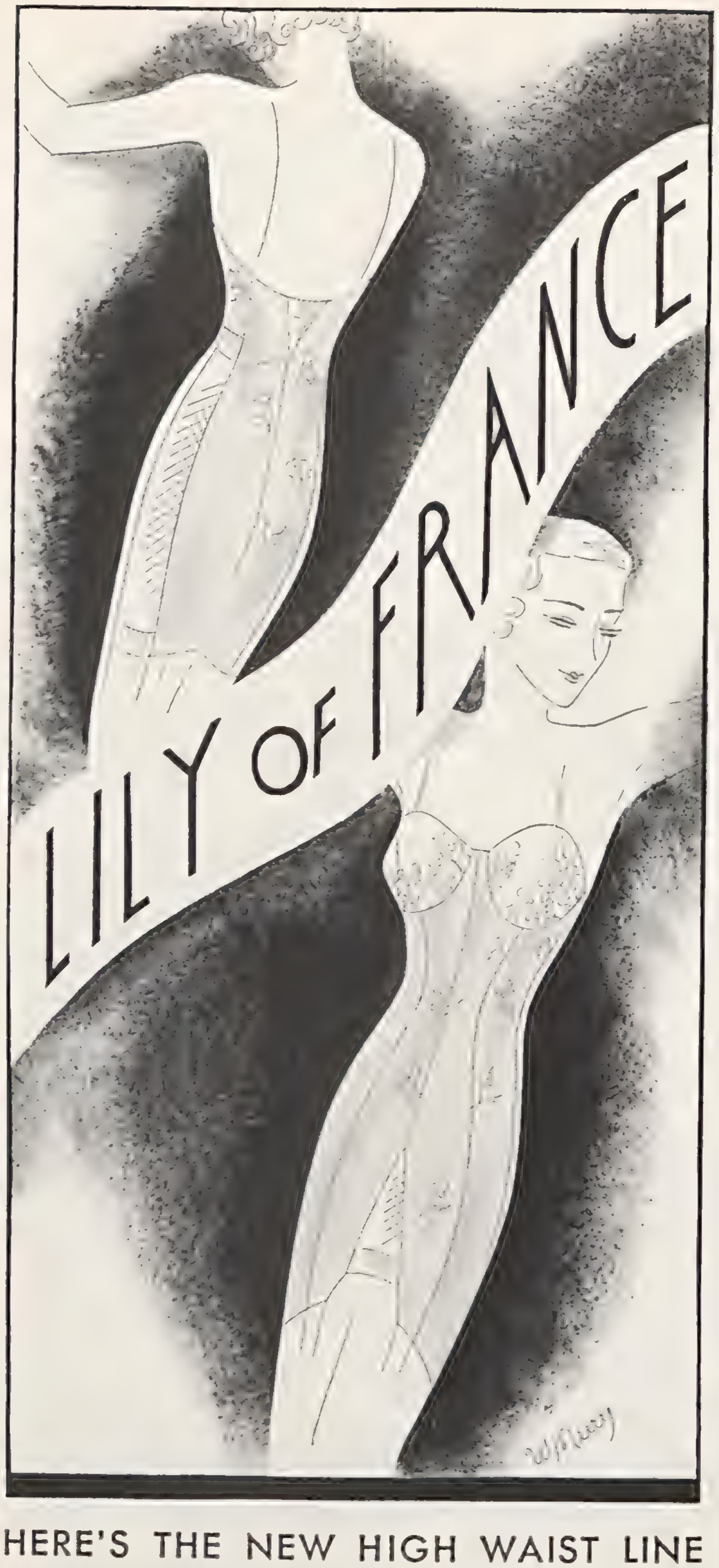
COMMANDER EIGHT . . . $1350 to $1560
101 horsepower, 125" wheelbase—*Reductions up to $235*

DICTATOR EIGHT . . . . $980 to $1125
85 horsepower, 117" wheelbase—*Reductions up to $115*

STUDEBAKER SIX . . . . . $840 to $985
80 horsepower, 117" wheelbase—*Prices at the factory*

Bumpers and spare tires extra. State or Regal equipment $105

The Triumphant New
STUDEBAKERS



HERE'S THE NEW HIGH WAIST LINE

There's unusual distinction in every line of this Lily of France Duo-Sette. There's more than that. There's charm, and grace and individuality. And there's faultless designing with the best materials the finest craftsmen of Europe and America can produce. It's a fitting tribute to lovely Spring.

LILY OF FRANCE

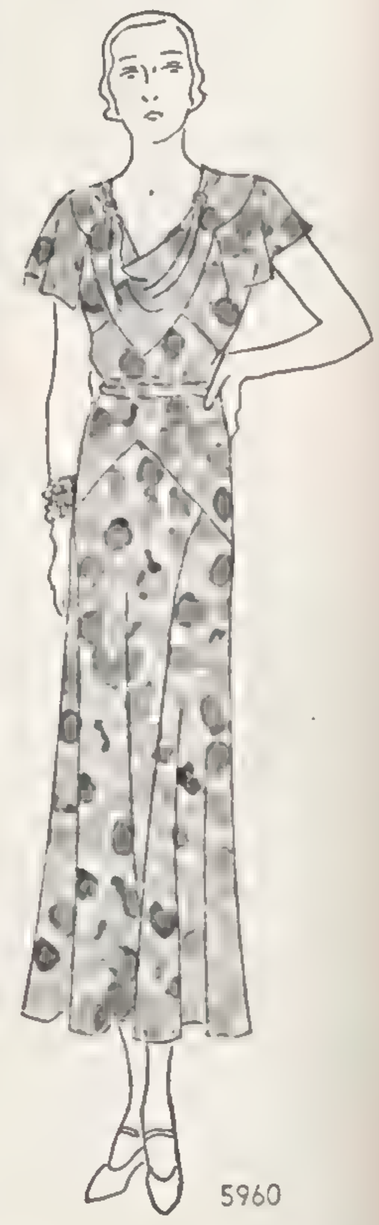
1115 BROADWAY, NEW YORK CITY

WAYS TO SMART ECONOMY

DESIGNS FOR PRACTICAL DRESSMAKING



5956—5895 5917—5884



5960

BLOUSE No. 5956 SKIRT No. 5895—Striped jersey blouse; plain wool skirt. Designed for sizes 14 to 40; skirt, 26 to 34

COAT 5917 JACKET 5884 SKIRT 5895—Coat to match, or of basket-weave. Designed for sizes 32 to 42; skirt, 26 to 34

FROCK No. 5960—Made of printed chiffon, this frock has innumerable summer uses. Designed for sizes 32 to 42



A COMPLETE WARDROBE

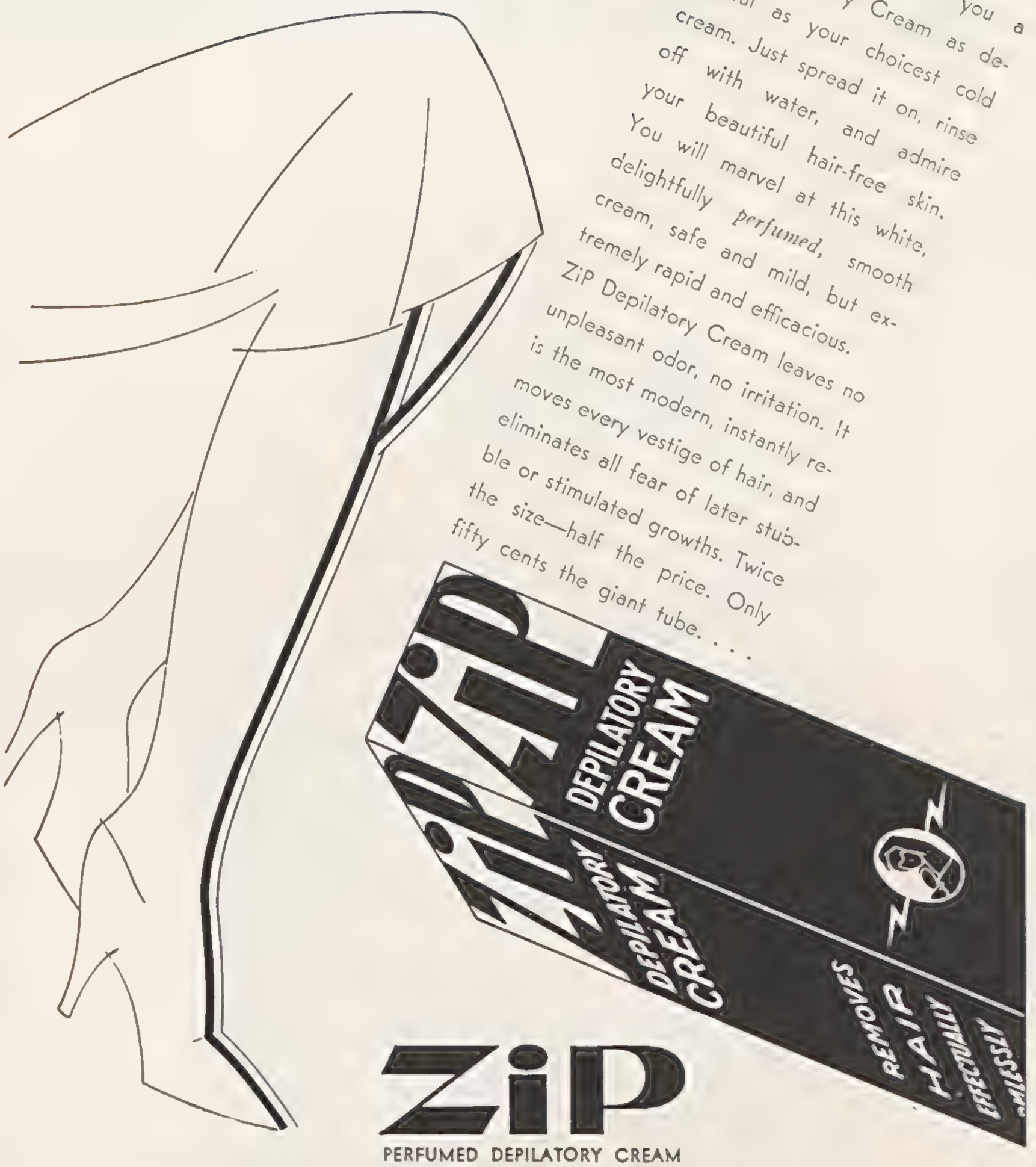
(CONTINUED FROM PAGE 76)

monotone woollen from Forstmann will add less than $9 to the expenditure. Figuring from top to toe, and including blouse, hat, shoes, and bag, the cost is still under $65—and how else, may we ask, could you hope to have such a costume at such a price?

The sketches on page 77 show four costumes that express every need of the daylight hours. There is, first, the spring coat, that indispensable. Made of diagonal woollen, with a desperately smart, double, one-sided rever that buttons or opens in a number of ways, this coat (No. 5966) solves the problem of what to wear over spring dresses. Like so many of the smartest spring coats, it is furless. If you choose one of the new diagonal woollens from Walther, about 3 yards in 54-inch width, at about $3.25 a yard, will make this a triumph of chic economy, costing under $10, unlined, and under $20, if you should prefer to line it.

Next, the wool dress. Your wardrobe must have one of them. The one illustrated (No. 5963) is of dark wool, admirable for spring days, but it might also be made without sleeves in a pale coloured wool and be chic for late spring and summer in the country, or it might be made of cotton. It has an extremely smart scarf, made of a Marshall Field "Echarpe" print. And the cost of this is, again, infinitesimal. Excellent sheer wools are to be had for from about $2 to about $3 a yard, and about 3 yards are needed, while the silk for the scarf costs, approximately, the small sum of $1.

Next, the "little" print dress, that object of every American woman's undying devotion, the most constant and useful friend you can have. A small print on flat crêpe or canton crêpe might (Continued on page 88)



AND NOW I offer you a safe Depilatory Cream as delightful as your choicest cold cream. Just spread it on, rinse off with water, and admire your beautiful hair-free skin. You will marvel at this white, delightfully *perfumed*, smooth cream, safe and mild, but extremely rapid and efficacious. ZIP Depilatory Cream leaves no unpleasant odor, no irritation. It is the most modern, instantly removes every vestige of hair, and eliminates all fear of later stubble or stimulated growths. Twice the size—half the price. Only fifty cents the giant tube. . . .

ZiP

PERFUMED DEPILATORY CREAM

HAIR PERMANENTLY DESTROYED

TODAY, *ZIP* is the only Epilator available for actually destroying hair growths, by removing the cause. Tested over a period of twenty years, *ZIP* has met every requirement and has been used by hundreds of thousands of women for permanently destroying hair on the face, arms, legs and underarms.

So simple. So quick. *ZIP* leaves no trace of hair above the skin; . . . no prickly stubble later on; . . . no dark shadow under the skin. . . . That is why so many stage and screen stars as well as Beauty Specialists recommend *ZIP*.

ZIP is pleasant to use, safe, and delightfully fragrant. It is this product which I use at my Fifth Avenue Salon. It acts immediately and brings lasting results. Now, in its new package, it may be had at $1.00. Your disfiguring hair growths will not only be removed, but also destroyed under the skin.

ZIP IT'S OFF *because* IT'S OUT

Madame Berthé
SPECIALIST

562 FIFTH AVENUE NEW YORK

IT'S OFF *because* IT'S OUT
Treatment or
FREE Demonstration at my Salon

A FIVE DOLLAR PRODUCT NOW WITHIN THE REACH OF EVERYONE

Sail away in Lloyd Express

in the two fastest liners afloat

Bremen—Europa

[the only four-and-a-half-day passage] or

in the famous Lloyd cruiser Columbus

completing a transatlantic trio de luxe

leaving in rapid succession for

Southampton—Queenstown—Cherbourg—Bremen

whence planes, trains, cars, boats, bicycles leave for Dublin, Devonshire, Edinburgh, London, Stoke-Poges, Rye; for Bayeux, Brussels, Paris, Nancy, Villefranche, Madrid; for Stockholm, Berlin, Budapest, Lucerne, Amsterdam, Dinkelsbuehl; for spring salmon, sidewalk cafes, horse-chestnuts in bloom, vineyards on the Rhine, lilacs at Kew, horse guards on parade, cobblestones in Copenhagen, moonlight on the Mediterranean, bullfights in Barcelona, pilsener in Pilsen, coffee on the Kurfürstendamm, waltzes in Vienna

and come back

letting the luxury linger in Lloyd Cabin Liners

Berlin—Stuttgart—Steuben—Dresden

from England—Ireland—France—Germany

your choice the choicest

memory of moonlight and waltzes

a passage for every purse

every liner in the Lloyd tradition, every class Lloyd class

go over express

in first class—second class—tourist class—third class—

come back in cabin—or vice versa for variety

in cabin class—tourist class—third class—

saving time for moonlight and waltzes

saving money for spring salmon and sidewalk cafés

North German Lloyd

Offices and Agents everywhere

A COMPLETE WARDROBE

(CONTINUED FROM PAGE 86)

make the entire dress and jacket (No. 5964), or you might have the jacket of a plain fabric, or a plain dress and print jacket, which would be very new indeed. Choosing the print—one of Stehli's geometrical designs—, you will need about 5 yards in a 39-inch width, and, at around $2.50 a yard, the cost will be in the vicinity of $13.

At the extreme right on page 77 is a little dress with a cat's-whisker bow at the neck (No. 5965) that exemplifies in all its lines the silhouette of 1932. It has a high-cut skirt and a removable bolero. Made of one of the new very rough crêpes, it would be devastating. Or you might choose a light-weight wool, costing about $2.25 a yard, and, in this case, your expenditure—for blouse, bow, and all—would be a mere $11 or $12.

THE RIGHT ACCESSORIES

Now, let us speak of the accessories for these clothes. On page 76, at the bottom of the sketch, you will see a Rose Descat felt hat banded with a strip of felt that runs in and out of the brim like ribbon, and this would be appropriate with all of these clothes in the early spring. Later, when the days get hot, you will want such a hat as the milan straw hat shown on page 77, also a Descat model, with a childishly shallow crown and trimming of pleated grosgrain ribbon. The shoes illustrated, a brown-tongued calf pump and a brown calf Oxford cut low in the new way, cover all the nuances of formality in which you may be involved. The two bags, one a pouch purse of fawn suède and the other an envelope of alligator calf, will cover your needs and are, like the shoes, interchangeable with the different costumes.

It now becomes necessary to think of a colour scheme into which all of these costumes will fit, one which will allow changes between the accessories and will make the coat wearable with all of the dresses. It should also be smartly typical of this season. To meet all these requirements, there can be no better choice than navy-blue and beige. A beige coat, a dark blue wool dress, a blue-and-white print, a blue and beige rough crêpe bolero dress, and a suit in brown-and-beige checks with an extra brown skirt. Do you see how versatile such a scheme would be? The felt hat would be in beige, the straw in natural milan with a navy-blue ribbon, the shoes in brown, and the bags in beige—and there you are with a wardrobe that is infinitely variable.

There is yet to be considered the more formal clothes for the later hours, illustrated on page 78. The first of these (No. 5959) is the perfect dress for the woman who has few occasions in her life for formal dressing in the evening. It is the ideal compromise. Made of semi-sheer crêpe, with the cowl-necked yoke of lace, it would solve all such problems. Its sleeves are of the chic sort that fasten on elastic around the elbow, permitting shortening by merely pushing the elastics up. To make this, you will need about 5 yards of the crêpe and 1 yard of the lace, and you will find good qualities of both fabrics for less than $3 a yard, which is reasonable enough.

The next dress (No. S3564) is the informal evening frock, with a jacket that modifies its formality still more. There are many women who need no further extreme in formality than this. It may be made either in two colours, two materials, or one colour and one material. The latter case, using a semi-sheer crêpe, would make a very smart evening gown appropriate to all but the most elaborate occasions. If it were plain, then the flexible gilt mesh belt illustrated would add to its chic; if in two colours, it would be worn beltless. A red top and a dark bright blue skirt or a dark blue dress with a jacket in bright red would be very smart. Made all in one colour, about 6 yards are needed, and either satin or crêpe of the right type and weight is available for around $2.50 a yard—making the cost around $15.

Then we have the really formal evening dress, which can go to the grandest parties. Notice the very high, moulded waist-line on the one illustrated (No. S3565), for this is typical of the smartest evening dresses of the year. Its height could be adjusted according to the exigencies of the individual figure. Either crêpe roma or satin would be lovely, and the new shade of creamy-white called "tallow" would be both smart and not easily tired of. Or you might choose Onondaga's new, rough, crinkly crêpe, "Chappala," which costs about $3 a yard. You will need about 6 yards, in the 39-inch width—and you will have a dress you will love to wear, all for around $18.

A VERSATILE WRAP

The evening wrap (No. 5972) would be well chosen in dark red velvet, for then it would go with both the formal and the informal evening dresses. It can have a scarf or not, and it has those enchanting puff sleeves that may be worn in so many ways; for instance, flapped back against themselves, creating an impression of enormously wide shoulders. They require a bit more material than some of the simpler-sleeved models, but they more than make it up in chic. About 4½ yards in 39-inch width is right for an average size, and, at around $3.25 a yard, the cost is still under $15.

Still another dress that belongs in this category is illustrated on page 86—the little frock of printed chiffon that serves us well on so many summer afternoons and evenings. This one (No. 5960) has small shoulder capes that give the new broad-shouldered silhouette, and its shaped seaming makes it flattering. You can make it from about 4 yards of 39-inch material, and charming printed chiffons are shown in the shops, costing less than $3.

The accessories cover every contingency. The crêpe or satin bag is both formal or informal—whichever you want it to be—, and the crêpe or satin open-shank sandal may be dyed to the shade you wish. Red would be charming with both of the evening dresses.

But there is still the sports wardrobe to be thought of, the clothes for motoring and week-ends in the country, and a perfect solution of this problem is shown on page 85. The striped jersey blouse (Continued on page 102)



Purse. Carry your facials in your purse. Ambrosia flask is less than 1" thick.

Washroom. Ambrosia is cleanser, tonic and powder-base, a perfect 1-minute facial.

Motor. Keep Ambrosia in your car. One-minute facial leaves skin clean, radiant.

Office. 1-minute facials keep busy girls lovely. Powder clings smoothly for hours.

Sports. When perspiring after sport, Ambrosia facial feels cool as a sea breeze.

Travel. Ambrosia washes away soot, dust, travel-stain. Flask holds 25 facials.

TO DEMONSTRATE THE 1-MINUTE FACIAL

FREE

WITH PURCHASE OF $1.00 SIZE AMBROSIA

AMBRŌSIA FLASK · COUETTES · FUNNEL

$2.00 value for $1.00 at the nearest drug or department store

HALF a minute to cleanse with Ambrosia. Another half minute to wipe off or pat the face dry and you have had a complete facial.

For sunlit, liquid Ambrosia is not only a pore-deep cleanser, it is also a tonic and powder-base.

No grease to get in your hair. Nothing to wipe away. You can give yourself an Ambrosia facial while wearing your coat and hat. Like a wind from the sea, this cooling zestful liquid sweeps away dust and fatigue, leaves you clean and refreshed.

After a dusty ride, a wearisome day of shopping, or the hot preparation of a company dinner, a quick Ambrosia clean-up gives your face the cool, young glow that you get from a walk in a misty rain.

Proof!

But you don't have to take our word for it! To prove Ambrosia's convenience and the exuberant facial it gives, we have prepared a flask containing enough Ambrosia for 25 facials, yet so flat it can be tucked lightly into your purse. The flasks are especially made for this offer and will never be sold separately.



AMBROSIA FLASK . . for purse or week-end bag . . **value 50¢** . . **FREE**

J & J COUETTES . . 60 pads of sterilized cotton . . . **value 25¢** . . **FREE**

AMBROSIA FUNNEL . . for refilling Ambrosia flask . . **value 25¢** . . **FREE**

3 items free

You can obtain this flask, filled with Ambrosia *free* at any drug or department store with the purchase of a $1.00 bottle. With it you also get *free* a funnel for refilling flask from the larger bottle. *Also free*—a regular 25¢ box of Johnson & Johnson Couettes, 60 thick pads of cotton with which to apply Ambrosia.

Limited offer — get yours now!

We cannot afford to give these four items indefinitely for the price of one bottle of Ambrosia. We have therefore set a limit on their sale. The flask mold will then be broken, and no more flasks will be made.

Don't miss this chance to get a $2.00 value for $1.00. Get two or three packages now, and have a flask for your car, one to pack in your bag, and one to carry in your purse.

Contributes to skin-health

Remember: you get 25 facials *free* in the flask. Also in Ambrosia you get a cleanser that contributes to skin health—a fact proven by 789 skin examinations made by a doctor.

Doctor's directions for the care of each skin-type, just as he gave them to women at the clinic, are included with every Ambrosia package.

Get your Ambrosia flask, your 25¢ package of Couettes and your funnel today free with $1.00 bottle of Ambrosia. From any drug or department store!

Copyright 1932, Ernest Ambrosia, Inc.



Hollywood Sets the Pace
. . . for Smart French Styles of Furniture for the Bedroom

JUNE COLLYER *says*, "The gay, vivacious mood of modern youth is reflected in these new styles."

Hollywood has set the pace for the adoption of Parisian styles in bedroom and boudoir . . . and now enthusiastically sponsors Hollywood Ensembles, as deftly interpreting many of the loveliest French modes.

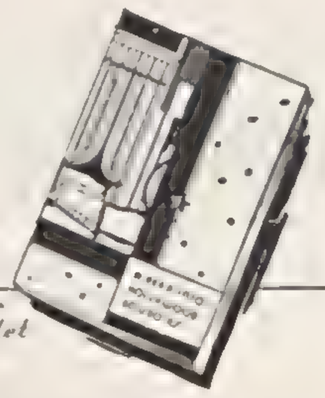
Your bedroom can have the charm . . . the individuality . . . the gaiety . . . of an exquisite Hollywood boudoir . . . if you select this beautiful new furniture, which is particularly adapted for use in small homes and apartments.

Surprisingly low in price . . . designed after fine imported French originals . . . excellently built by The White Furniture Company, one of America's oldest manufactories . . . Hollywood Ensembles make available to you for the first time, Parisian styles for bedroom and boudoir, at budget prices attuned to adjusted incomes.

A fascinating little illustrated booklet entitled "A Peep Into Hollywood Boudoirs," will give you intimate personal details about your favorite screen stars, as well as complete details about these fashionable new Hollywood Ensembles. Write for your copy.

HOLLYWOOD ★ ENSEMBLES

Manufactured by
THE WHITE FURNITURE CO. . . . MEBANE, N. C.
Established 1881



Send for this Booklet Today

The White Furniture Co., Mebane, N. C.
Please send booklet "A Peep Into Hollywood Boudoirs."

Name_____ Street_____ City and State_____

MR. LUNT IN A NEW RÔLE

(CONTINUED FROM PAGE 67)

meals every day, and every sort of breakfast dish was thought up to tempt her. One of the grandest—and simplest—makes use of an old Smithfield ham. Every one of us has had a Smithfield ham sent to us at one time or another, and no matter how good it is, some of it is bound to dry up before you can eat it up. Then, instead of throwing it away, grind it up fine—pulverize it, in fact—and strew it all over an omelette, till the whole omelette looks like a pink mound.

MRS. LUNT'S BISCUITS

"Alfred, tell them about your mother's biscuits," suggests Miss Fontanne, in a lull in cooking conversation. But those biscuits! With fricasseed chicken! You would never forget them! This is how these biscuits are made by Mrs. Lunt, *mère*. Four level teaspoonfuls of baking-powder and a half-teaspoonful of salt are sifted into two cupfuls of flour and mixed with the finger-tips with a piece of lard the size of an egg, and a teaspoonful of butter. Then, worked into this gradually and very lightly is enough water with a very little milk to make the dough of a consistency that can be rolled into shape.

Miss Fontanne's own special achievement is eggs, caviar—and an excellent way to use up cheap caviar, adds her husband. You just use as much tinned caviar as you like, red or black, and scramble it up with your eggs. Simple and swell!

Pans mean a good deal in the Lunt school of cooking. Corned beef hash, for example, isn't any good at all unless it is made in an iron skillet, and the potatoes that go into it should be fresh boiled and added to the corned beef while they are hot, together with butter and cream. That business about the potatoes, incidentally, is something to tell your cook, because she probably doesn't know it. With corned beef hash, *chez* Lunt, you will have home-made mayonnaise mixed with fresh, grated horseradish—it must be fresh. Try this with tongue, too.

THE PERFECT GOULASH

If you are going to make goulash, don't think of starting it in anything but an iron pot. First, eight medium-sized onions are browned in butter—browned, not burned! (Mr. Lunt was a little hesitant about the use of butter. "Sounds a little extravagant. Say fat," he suggested.) Then, you take a good cut of veal, about two pounds, and cut it up into little squares of about one and one-half or two inches. It has to be a good cut. It is better to go without any meat at all than to buy poor cuts. You sear the meat in a pan with the onions and add one level tablespoonful of paprika, but don't have the paprika too hot. Then, you pour on two cans of Campbell's consommé (of course, you know that this is the ideal substitute for stock), put on boiling water to cover it for an inch, season it with salt, add cut-up green pepper, and cook it for about one hour and a half. You put some flour and paprika in a cup and stir in some sour cream until you have a cupful. You stir this up in the goulash, let it all come to a boil, add some more sour cream, and serve it up hot. It is delicious with noodles and cauliflower. If you want to use up some old roast pork and make the stew even more Hungarian, you brown the cut-up pieces of cold pork instead of the veal, and add more sour cream and two tablespoonfuls of caraway-seeds.

On one occasion, sweetbreads seemed to be the only thing the larder offered, and the result was a triumphant affair. The sweetbreads, already parboiled, were mixed up in a good cream sauce. Then, popover dough was made with a cupful of milk (or maybe a little less), a cupful of flour, two eggs beaten like the devil, and a pinch of salt. But there weren't any popover pans—so the dough was poured into a ring mould, up it puffed, and into the middle went the sweetbreads.

ON THE LUNT MENU

Stuffed liver is a very special Lunt dish. You get a two and a half pound calves liver and have it cleaned completely and carefully. Then, you lard it heavily, and keep on larding, even after you think you can't put any more on. Then, bacon cut into pieces, chopped onions, and bread-crumbs are mixed up together and fried. They are mixed up until they make a sort of purée. Then the liver is split open and stuffed with the purée, put in an uncovered pan, and basted all the time it is cooking. When it is partly cooked, you transfer it to a baking plate and cook it for about forty-five minutes more. Then you put a large tablespoonful of flour in the pan and brown it, add some cream or milk, and break two whole allspice into it. This sauce is put through a sieve to make it smooth and poured over the liver. This is excellent with boiled new potatoes or cauliflower. If you are going to serve it cold, slice it down as thin as you can.

Whenever Mr. Lunt encounters a dish that inspires him, he traces it down immediately to its very source. For example, at the Ritz Hotel in Madrid, there was a creamed chicken that was something very special in the way of creamed chicken, and this is the way it is done. The creamed chicken was fixed in the usual way, but with mace in the seasoning and a little bit of pimento or green pepper, and around it was put a ring of tender rice and at the very outside a ring of bright red tomato sauce. Pretty, as well as good!

If you want a fish pudding in true Norwegian style, the thing to do is to buy the pudding from a good Swedish shop. There is an excellent one around the corner from the Lunt house, on Third Avenue. Then, when you have the pudding, you heat it in its tin, open it out on a platter, and pour shrimp or lobster sauce around it. This is the way you make the sauce. Two tablespoonfuls of butter and a large tablespoonful of flour are mixed over the stove, and a pint of milk is added slowly. This has to be very, very smooth. Of course, don't think of using anything but (Continued on page 98)



$1 worth of Pepsodent Antiseptic equals $3 worth of ordinary mouth washes . . .

PEPSODENT ANTISEPTIC goes 3 times as far, because it is 3 times as powerful as other leading mouth antiseptics. It can be diluted with 2 parts of water and still kill germs in less than 10 seconds.

That's real economy for you!

FOR your protection against unpleasant breath (Halitosis) remember: There are really only two leading kinds of mouth washes. On the one hand you have the mouth wash that *must* be used *full strength* to be effective. On the other hand you have Pepsodent Antiseptic—utterly safe when used Full Strength, yet powerful enough to be diluted with 2 parts of water and still kill germs in less than 10 seconds. Pepsodent Antiseptic is at least three times as powerful as other leading mouth washes. Hence, it goes three times as far—gives you three times as much for your money—and gives you extra protection against Halitosis (Bad Breath). When choosing your mouth wash, be sure you choose the one that kills the germs even when you add water! It's bad enough to have Halitosis *before* you gargle—but it's a lot worse to have Halitosis *after* you gargle. So—insist on Pepsodent Antiseptic—and be safe! Be safe—save money—enjoy peace of mind!

SORE THROAT COLDS

The amazing results of Pepsodent Antiseptic in fighting bad breath prove its effectiveness in fighting colds and throat irritation. Pepsodent Antiseptic is over 3 times more powerful in killing germs than other leading mouth antiseptics. Remember, *it kills germs even when diluted with water.*

Over 50 different uses

Cold in Head
Throat Irritations
Voice Hoarseness
Bad Breath
Cold Sores
Canker Sores
Mouth Irritations
After Extractions
After Shaving
Minor Cuts
Blisters
Loose Dandruff
Checks Under-Arm Perspiration
Tired, Aching Feet

Amos 'n' Andy brought to you by Pepsodent every night except Sunday over N. B. C.

Pepsodent Antiseptic

Here's what women say about SYMPHONIE

. . . THE ONLY NEW FACE POWDER

"I have been wanting to write you about your new powder, SYMPHONIE. All my life I have tried to get that perfect color, but failed. . . . Now, even my husband noticed my new complexion. A powder like Symphonie deserves a compliment!"

"I have just purchased my fourth box of Symphonie and have never found any powder equal to it! Symphonie is everything it is advertised to be!"

"When I first saw the new Symphonie Powder advertised, I was interested. For years I have experimented with all kinds of powders and all tints, and even went so far as to mix my own powder. Now, I am more than glad to find that Symphonie seems blended for my own skin."

(These are actual letters, from various parts of the country. All came in one day's mail. Names and addresses freely given on request.)

And here's where you can buy SYMPHONIE

IN NEW YORK'S FINEST SHOPS:

Saks-Fifth Avenue • John Wanamaker • Stern Brothers

Lord & Taylor • Franklin Simon & Co., Inc. • Gimbel Brothers, Inc.

B. Altman & Co. • Arnold, Constable & Co., Inc. • Bloomingdale Bros.

James McCreery & Co. • Oppenheim, Collins & Co. • Koch & Co.

James A. Hearn & Son • Jay-Thorpe, Inc.

Allentown, Penna.
HESS BROTHERS

Ann Arbor, Michigan
MACK & CO., INC.

Asheville, North Carolina
BON MARCHE, INC.

Atlanta, Georgia
DAVISON-PAXON CO.

Austin, Texas
LUEDECKE-MOFFATT CO.
E. M. SCARBROUGH & SONS
T. H. WILLIAMS & CO.

Battle Creek, Michigan
JOS. C. GRANT CO.

Benton Harbor, Michigan
THE ENDERS CO.

Birmingham, Alabama
LOUIS PIZITZ DRY GOODS CO.
LOUIS SAKS CLOTHING CO.

Boston, Massachusetts
CONRAD & CO.
C. F. HOVEY CO.
R. H. WHITE CO.

Brooklyn, N. Y.
ABRAHAM & STRAUS, INC.
FREDERICK LOESER & CO., INC.
THE A. I. NAMM STORE

Buffalo, New York
ADAM, MELDRUM & ANDERSON CO.

Carthage, Missouri
RAMSAY BROTHERS DRY GOODS CO.

Charleston, West Virginia
COYLE & RICHARDSON, INC.
THE DIAMOND, INC.
ZENDA SHOPS, INC.

Charlotte, North Carolina
EFIRD'S DEPT. STORE, INC.
J. B. IVEY & CO.

Chicago, Illinois
MANDEL BROTHERS
THE BOSTON STORE
THE FAIR
WIEBOLDT STORES, INC.

Cincinnati, Ohio
ALMS & DOEPKE COMPANY
MABLEY & CAREW COMPANY
H. & S. POGUE COMPANY
SMITH-KASSON COMPANY
THE FAIR STORE COMPANY
THE McALPIN COMPANY

Clarksburg, West Virginia
THE PARSONS-SOUDERS CO.

Cleveland, Ohio
HALLE BROS. CO.
HIGBEE COMPANY
WM. TAYLOR SON & CO.
THE BAILEY CO.
THE MAY CO.

Columbus, Ohio
DUNN, TAFT COMPANY
F. & R. LAZARUS CO.
THE FASHION COMPANY
THE MOREHOUSE-MARTENS CO.
THE UNION COMPANY

Dallas, Texas
A. HARRIS & CO.
SANGER BROS., INC.
TITCHE-GOETTINGER CO.

Dayton, Ohio
ELDER & JOHNSTON COMPANY
MEARICK CLOAK COMPANY
RIKE-KUMLER COMPANY

Davenport, Iowa
M. L. PARKER CO.

Denver, Colorado
DANIELS & FISHER STORES CO.
GOLDEN EAGLE DRY GOODS CO.
MAY COMPANY
THE DENVER DRY GOODS CO.
THE JOSLIN DRY GOODS CO.
THE A. T. LEWIS & SON DRY GOODS CO.

Des Moines, Iowa
THE GLOBE, INC.
YOUNKER BROS., INC.

Detroit, Michigan
CROWLEY, MILNER CO.
DEMERY & CO.
ERNST KERN CO.
THE J. L. HUDSON CO.

Dubuque, Iowa
J. F. STAMPFER CO.

Elizabeth, New Jersey
GOERKE-KIRCH CO.

Emporia, Kansas
RORABAUGH-PAXTON DRY GOODS COMPANY

Erie, Pennsylvania
TRASK, PRESCOTT & RICHARDSON COMPANY

Evansville, Indiana
THE ANDRES CO.

Everett, Washington
RUMBAUGH'S
THE GRAND LEADER DRY GOODS COMPANY

Fargo, North Dakota
HERBST DEPT. STORE CO.

Fort Dodge, Iowa
THE BOSTON STORE

Fort Wayne, Indiana
THE FRANK DRY GOODS COMPANY

Fort Worth, Texas
LEONARD BROS.
MONNIG DRY GOODS CO.
W. C. STRIPLING CO.
THE H. C. MEACHAM CO.

Freeport, Illinois
F. A. READ
STUKENBERG & BORCHERS

Fresno, California
COOPER'S DEPT. STORE
RADIN & KAMP, INC.

Galveston, Texas
DAVIDSON'S, INC.

Grand Rapids, Mich.
HERPOLSHEIMER CO.
PAUL STEKETEE & SONS
WURZBURG DRY GOODS CO.

Great Falls, Montana
THE PARIS DRY GOODS CO.

Green Bay, Wisconsin
JORGENSEN-BLESCH CO.

Hamilton, Ohio.
BURNET WAITE COMPANY

Hastings, Nebraska
STEIN BROS. CO.

Helena, Montana
FLIGELMAN'S

Hutchinson, Kansas
RORABAUGH-WILEY DRY GOODS COMPANY

Indianapolis, Indiana
H. P. WASSON & COMPANY

Jackson, Michigan
L. H. FIELD CO.
STILLMAN DRY GOODS CO.

Jacksonville, Florida
KOHN-FURCHGOTT CO., INC.

Jamestown, New York
THE ABRAHAMSON-BIGELOW CO.

Johnson City, Tenn.
KING'S, INC.

Joplin, Missouri
THE CHRISTMAN DRY GOODS CO.
THE NEWMAN MERCANTILE CO.

Kansas City, Missouri
JOHN TAYLOR DRY GOODS CO.
THE JONES STORE COMPANY

Kokomo, Indiana
WM. H. TURNER CO.

Lake Charles, Louisiana
THE MULLER CO.

Lawrence, Kansas
WEAVER'S

Lawrence, Massachusetts
A. B. SUTHERLAND CO.

Lincoln, Nebraska
GOLD & CO.
MILLER & PAINE

Little Rock, Arkansas
GUS GLASS DRY GOODS CO.

Madison, Wisconsin
BARON BROS., INC
HARRY S. MANCHESTER, INC.

Manchester, N. H.
JAMES W. HILL COMPANY
LEAVITT STORES CORP.

Marion, Ohio
THE UHLER-PHILLIPS COMPANY

Mason City, Iowa
THE MERKEL COMPANY

Memphis, Tennessee
J. GOLDSMITH & SONS CO.
B. LOWENSTEIN & BROS.
THE JOHN GERBER CO.

Miami, Florida
CROMER-CASSEL'S, INC.

Milwaukee, Wisconsin
GIMBEL BROS., INC.
HERZFELD-PHILLIPSON CO. (Boston Store)
ED. SCHUSTER & CO.

Minneapolis, Minnesota
L. S. DONALDSON CO.
THE DAYTON COMPANY

Muskegon, Michigan
WM. D. HARDY & CO.

New Orleans, Louisiana
L. FEIBLEMAN & CO.
D. H. HOLMES COMPANY, LTD.
MAISON BLANCHE CO.
MARKS ISAACS CO.

Oakland, California
H. C. CAPWELL CO.
B. F. SCHLESINGER & SONS, Inc.

Oklahoma City, Oklahoma
KERR DRY GOODS CO.
RORABAUGH-BROWN DRY GOODS COMPANY

Omaha, Nebraska
J. L. BRANDEIS & SONS
HAYDEN BROS., INC.
THOMAS KILPATRICK & CO.

Orlando, Florida
DICKSON-IVES CO.
YOWELL-DREW CO.

Petaluma, California
THE LEADER DEPT. STORE

Philadelphia, Pennsylvania
GEORGE ALLEN, Inc.

Pittsburgh, Pennsylvania
BOGGS & BUHL, Inc.
GIMBEL BROTHERS, Inc.
JOSEPH HORNE CO.
KAUFMANN'S
ALBERT J. MANSMANN CO.
THE ROSENBAUM CO.

Pittsfield, Massachusetts
ENGLAND BROTHERS, Inc.

Pontiac, Michigan
CHASE'S, Inc.

Port Huron, Michigan
J. B. SPERRY CO.

Portland, Oregon
LIPMAN, WOLFE & CO., Inc.
MEIER & FRANK COMPANY
OLDS, WORTMAN & KING

Portsmouth, Ohio
MARTINO BROS. COMPANY

Providence, Rhode Island
SHEPARD COMPANY

Quincy, Illinois
HALBACH-SCHROEDER CO.
CHAS. HUDSON, Inc.
KRESPOHL-MOHRENSTECHER CO.

Racine, Wisconsin
ZAHN DRY GOODS CO.

Rochester, New York
McCURDY & COMPANY

Sacramento, California
HALE BROTHERS, Inc.

Salina, Kansas
STIEFEL BROS. & CO.

Salt Lake City, Utah
THE PARIS CO.

San Angelo, Texas
BAKER-HEMPHILL CO.

San Antonio, Texas
FROST BROS., Inc.
JOSKE BROS. CO.
WOLFF & MARX COMPANY

San Francisco, California
CITY OF PARIS
HALE BROS., Inc.
O'CONNOR, MOFFATT & CO.
THE EMPORIUM

San Jose, California
HALE BROS., Inc.

Santa Rosa, California
ROSENBERG & SON

Scranton, Pennsylvania
SCRANTON DRY GOODS CO.

Seattle, Washington
THE BON MARCHE
THE RHODES DEPT. STORE

Sharon, Pennsylvania
THE W. W. MOORE CO.
THE SHARON STORE

Sioux City, Iowa
DAVIDSON BROS. CO.

Springfield, Illinois
SPRINGFIELD DRY GOODS CO.

Springfield, Missouri
M. NETTER DRY GOODS CO.
REPS DRY GOODS CO.
THE HEER STORES CO.

Springfield, Ohio
THE HOME STORE COMPANY
THE EDWARD WREN STORE

St. Joseph, Missouri
HIRSCH BROS. DRY GOODS CO.
TOWNSEND, WYATT & WALL DRY GOODS CO.

St. Louis, Missouri
FAMOUS-BARR CO.
STIX, BAER & FULLER CO.

St. Paul, Minnesota
THE EMPORIUM
THE GOLDEN RULE

Spokane, Washington
PALACE STORE CO.
THE CRESCENT

Tacoma, Washington
RHODES BROTHERS
THE FISHER COMPANY
THE PEOPLES STORE CO.

Tampa, Florida
MAAS BROS., Inc.

Terre Haute, Indiana
ROOT DRY GOODS CO.

Toledo, Ohio
THE LION DRY GOODS CO.

Topeka, Kansas
THE CROSBY BROS. CO.

Tulsa, Oklahoma
BROWN-DUNKIN DRY GOODS CO.
THE VANDEVER DRY GOODS CO.

Washington, D. C.
S. KANN SONS CO.

Waterloo, Iowa
THE JAMES BLACK DRY GOODS CO.

Wheeling, West Virginia
STONE & THOMAS, Inc.

Worcester, Massachusetts
DENHOLM & McKAY CO.

Yakima, Washington
BARNES-WOODIN COMPANY

CANADA

Calgary, Alta.
THE T. EATON CO. Ltd.

Edmonton, Alta.
HUDSON'S BAY COMPANY Ltd.
THE T. EATON CO. Ltd.
C. WOODWARD Ltd.

Regina, Sask.
THE T. EATON CO. Ltd.

Saskatoon, Sask.
THE T. EATON CO. Ltd.

St. John's, N. B.
MANCHESTER ROBERTSON ALLISON Ltd.

Toronto, Ontario
THE T. EATON CO. Ltd
THE ROBERT SIMPSON COMPANY

Victoria, B. C.
HUDSON'S BAY COMPANY Ltd.

Winnipeg, Manitoba
THE T. EATON CO. Ltd.

AND AT ALL THE BETTER PHARMACIES IN THE UNITED STATES, CANADA AND MEXICO

Symphonie

—THE POWDER THAT BRINGS NEW BEAUTY TO EVERY SKIN

The little carton of the new complexion! . . . SYMPHONIE Powder, $1, packaged with gift size Armand Foundation Cream. Use them together!





IF YOU ARE SLIM . . . regardless of your age . . . you can have a debutante's figure! This silken under-fashion molds your figure to youthful piquancy . . . without the aid of a single bone. The clever brassiere part gives a pointed outline to the bust, and the back is low enough for your most daring gown. Just peach radium crepe and elastic, with a gay lace flounce. It's named . . .

'Simplicity Junior'

THE H. W. GOSSARD CO., *Division of Associated Apparel Industries, Inc.*
Chicago New York San Francisco Dallas Atlanta London Toronto Sydney Buenos Aires

WINTER AND SUMMER AT MONTE CARLO

(CONTINUED FROM PAGE 72)

with such head-liners as Melchior or Georges Thill, a drive to Nice along the upper Corniche, or a little casual gambling in the *salle privée* of the Casino, before one goes in for the more serious gambling at the Sporting Club, which opens at about six and where everybody can be found before dinner. After dinner, there is always the opera, a cinema, or a play; then more gambling after midnight, or dancing at the cabaret in the Sporting Club, where the famous banjo player, Peabody, the great entertainer of the Riviera, is to be found.

This is the winter routine, and these amusements can be indulged in moderately, if one goes there for a cure, or immoderately, if one goes for a spree.

"DON'T LET'S DRESS"

Since it has become so fashionable not to dress at night, one can pretend one is buried out of sight of the fashionable world, while still being in it —a sort of social ostrich. This sounds silly, like being an invisible guest at a ball, but it is the attitude people adopt, these days, to make it seem as though they had changed their mode of life, while, in reality, they have done nothing of the sort. People say: "Oh, no, we won't dress," but they are playing a game with themselves, because they all rush off to have a bath and change from one day dress to another or from one lounge suit to another, instead of into an evening dress or a dinner-jacket, and reappear, frightfully pleased with themselves because they have not dressed. What would our elegant Victorians, of the old days at Monte Carlo, think if they could see us now?

This attitude towards "dressing" has become so exaggerated that I remember going one night to a "gala" dinner at the Café de Paris at Monte Carlo, where we were very much set up because we were among the few parties in the room who had not dressed (habit still being strong when it comes to "galas") and felt, in consequence, rather snob and superior—for did not all these other people know that one does not dress any more? Even the head waiter begins to know the difference. Instead of frowning on the client in a lounge suit and trying to conceal him in a corner behind the gentleman in a dinner-jacket, he often does just the reverse, when he knows who his client is.

The women come out of this better than the men, for, I think, women look very smart in a restaurant at night in demi-toilette, with hats, which is the fashion now. When a smart woman comes in with a sleeveless black dress, the neck cut low in front, wearing a very exaggerated little hat (a hat that would be too smart if worn with a tailored suit on the street), and enveloped in a short fur coat or cape which falls over the back of her chair when she sits down, she often looks just as effective as if she were wearing an evening dress—and she has taken just as much time over her toilette. And I think that if the man realized that this woman who says, "No, we won't dress," was going to make herself just as attractive as if she had dressed in the most elaborate evening clothes, he'd put on his dinner-jacket, for there is no doubt that a pretty woman is set off by a well-dressed man. (All the women in London know this.) I noticed, one night, that Lady Davis and Lady Abdy, who wore toilettes of the sort I describe, were both escorted by men in dinner-jackets and that the other smartly dressed women in the same sort of clothes did not look nearly so well when they got up to dance with their partners.

This restaurant dress is something new. As I have said, it has no sleeves, is very long (within an inch or two off the floor), is almost always black, and has a very low décolletage in front. The hat to wear with it may have trimming, and then it has *more* trimming than a daytime hat—something like flowers or an extra big bow. One night, Lady Abdy wore a hat the size of a saucer, perched on one ear, while the rest of her head was tied up in a thin veil knotted into a bow at one side, with the ends hanging down. The veil did not come down over her eyes, but merely covered her forehead and most of her hair. It might have been ridiculous on any one less chic than she. And a fur coat or cape is always worn with this type of hat and dress.

RESTAURANT COSTUMES

This new fashion started on the Riviera, at Monte Carlo and Cannes, and, like most fashions, it is a revival, for it is a modern version of the "restaurant dress" of pre-War days. In those days, women—especially the famous cocottes, who were the people most often seen in restaurants—wore evening dresses and hats when dining in public. But the hats were big, and the toilettes were showy and often vulgar. This version of the restaurant dress is very subtle and elegant, without being conspicuous—which is, after all, the essence of the mode to-day. Whether or not it will be the restaurant dress for summer, as well as winter, I can not say. Last summer, despite the informality of the clothes worn on the Riviera in the daytime, and the pyjamas worn at night, evening dresses were still worn by many women, without hats. However, I should not be surprised if hats now became the smart thing for the evening—or something one might call a hat, even worn with pyjamas, in summer. The idea offers endless possibilities.

Every one in Europe seemed to have had the same inspiration, this winter —to begin the New Year at Monte Carlo. So there was a very gay little crowd there, entertaining one another informally every minute. Miss Maxwell was there, and Miss Fellowes-Gordon, Mrs. Reredon Havemeyer, Miss Fefe Ferry, Monsieur Davila, who is the Rumanian Minister in Washington, the Georges Brochetons, Madame de Gainzã, the Marquis di Calvatone, Jean Patou, and Tony Montgomery. In addition, there was the big house-party of Mademoiselle Chanel, which included the Comte and Comtesse Etienne de Beaumont, the Marquis (Continued on page 96)



for the HAIR

Eugène warns against the use of nondescript hair preparations, and offers authorized formulas — EUGÈNE SHAMPOO to clean your hair healthfully and economically, leaving a lustre, an added waviness and a lovely faint perfume. Concentrated —a few sprinkles are enough!

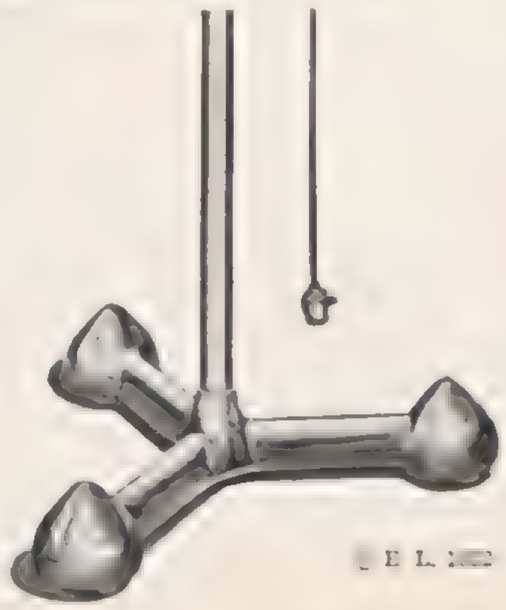
EUGÈNE SETTING LOTION to set your wave, groom your hair, and form finger curls with ease and speed. Very different from the gummy, greasy kind. A delight to use. At fine beauty shops, department and drug stores.



This is THE EUGÈNE GIFT SET of Eugène Setting Lotion and Eugène Shampoo—yours through the courtesy of your hairdresser with every genuine Eugène Wave done with genuine Eugène Sachets. With it comes a helpful booklet *"The Care of Your Hair."* Ask for Gift Card when you get your Eugène permanent wave.



This is the Eugène Dryer, rapidly coming into use by American hairdressers for your comfort and convenience. Dries your hair in fifteen minutes without blowing heated air in your face. Makes hair drying a delight instead of an ordeal.



···Secret of the Wave

No permanent wave is a genuine Eugène Wave unless genuine Eugène Sachets are used. Study the illustration. Note the patented perforated steam bag at one side of the Eugène Sachet. This is a non-porous bag, containing the correct kind and amount of waving ingredients, with perforations so placed that they conserve, control and direct the steam at the will of the operator. No other sachet possesses this essential feature of control. It is exclusively Eugène, the great secret of the world-wide supremacy of the Eugène permanent wave. *Your hairdresser knows!*

McCutcheon's Cottons and Linens take fashion honors

English Cambric bursts on the fashion scene with a new kind of check and a candy-cord stripe. Tiny checks in two shades of blue, rosy pink and red and white. The candy-cord alternates stripes of dimity cords with a colored stripe. All color-fast, imported. 36 inches wide, 75¢ a yard.

Shir-o-Shakkar has been out in front ever since we started it on its fashion run. Finest quality of seersucker, made exclusively for McCutcheon's. Puckered stripes of white with blue, pink, red or green candy stripes. 36 inches wide, 85¢ a yard.

Liberty's Tana Lawn gets prettier every year. The quality and the colors simply can't be improved. Scores of new designs in exquisite fast colors. 36 inches wide, 85¢ a yard.

Meshes go to extremes of roughness to make their fashion point. Crochet, honeycomb, homespun, bouclé, fish net—all the new effects in a range of smart colors. 36 inches wide, 75¢, 95¢ and $1.25 a yard.

Jacquard Piqué, woven-in dots of shining Du Pont rayon give this standby of fashion a new look. Dusty pink, citron, beige, blue, green or white. 36 inches wide, $1.00 a yard.

Liberty Linens win a bright, shining medal for their dull crepe linen. It is semi-rough with a hand-spun look, printed with designs in the colors only Liberty can achieve. 36 inches wide, $2.00 a yard. Medium weight Linen printed in scores of new Liberty designs. 36 inches wide, $1.25 a yard.

Coin Spot Linens put new dash into the vogue for dots. Coin sized dots of blue, green, red or brown on white. 36 inches wide, $1.25 a yard.

Candy-striped Linens made the fashion pages at Nassau, Aiken, they cruise on every ship that sails the Southern seas! Woven-in stripes in all the smart colors. Imported. 54 inches wide. $1.95 a yard.

Address Department CL for samples of these fabrics

McCutcheon's

FIFTH AVENUE AT 49th STREET

NEW YORK

WINTER AND SUMMER AT MONTE CARLO

(CONTINUED FROM PAGE 94)

and Marquise de Laborde, Madame Lombardi, the Duc de la Verdura, the Duchesse de Gramont, and François Victor-Hugo.

To-day, there are three villas on the outskirts of Monte Carlo (which is quite separate from the colony at Cannes), about which all the life of the country revolves—the villas of the Jacques Balsans, of Mademoiselle Chanel, and of Mrs. Reginald Fellowes, all of them beautiful houses, dispensing hospitality on a large scale. To go to Monte Carlo and not be asked to these villas means missing half the fun and all the best sightseeing. The Balsans' villa at Èze is famous the world over—a magnificent twelfth-century house, with a beautiful cloister, which, in reality, is a museum to house an amazing collection of furniture and tapestries, woodworks and stone carvings. The objects are so fine that one must see them several times to be able to appreciate them individually. And the garden, which has been created on the windswept, barren mountainside commanding a magnificent view, is an achievement little short of miraculous. When I saw it in January, the hillside was a mass of gold, produced by the blooming of the mimosa-trees, under which were carpets of white narcissi. This garden is so arranged that, from January until the late spring, there is a continuous succession of flowers: narcissi giving way to crocusses, followed by hyacinths, tulips, jonquils, and others, in their proper routine—and there are literally millions of these bulbs when they appear. And the orange-trees, the cypress-trees, and the camellia-trees are something to dream about.

AT ROQUEBRUNE

I have already described Mademoiselle Chanel's villa, high up on the side of the hill at Roquebrune, a huge, modern house, in the Provençal style, hidden away in a grove of very old olive-trees. When I last saw it, the ground was carpeted as far as one could see with lavender and iris in full bloom—giving a colour scheme of grey-mauve under the grey-green of the olive-trees. And it was just as beautiful as it sounds. Inside, the house has whitewashed walls, Spanish rugs in brown and white, and exotic plants and cactuses used as most people use roses, lilies, and tulips.

Mrs. Fellowes, with her villa and yacht, can give you every thrill on land and sea, and you never go to her house that you don't discover some new touch. One day, you may have cocktails on the terrace before lunch, surrounded by hundreds of pots of blooming gardenias. And this effect is not just an accident; it has been planned long ahead, so that those gardenias would arrive simultaneously with the people who are lunching there that day.

The William K. Vanderbilts' new yacht was in port at Villefranche over New Year, and everybody was full of it, because it had just completed a cruise of the world with its owner, his wife, and the Pierre Mérillons. The main saloon of this yacht (the drawing-room), is a feature that aroused great interest, for it seems unbelievable that it should be on a yacht. It is a huge, French, panelled room, with very high ceilings and real windows. Any Long Island house would be proud of it.

SKIING ON THE RIVIERA

Frank Gould—who might be called the philanthropist of the Riviera, because he is a rich man whose hobby is to develop the possibilities of that fantastic country—has provided a new thrill. His latest hobby is a hotel at Beuil, in the high mountain behind Nice. Climbing for three hours by the steep mountain road that has just been constructed, one leaves the dazzling summer weather at Nice behind, to lunch in a charming hotel, at the very top of nowhere and buried in the snow. And instead of playing tennis on the courts at Monte Carlo, one can either go skiing for the afternoon in Beuil or stay there for several days, if one is so minded, in a hotel that looks like a glorified mountain hut, with a roaring fire, a bar, a buffet lunch-table in the huge centre room, and all the comforts of a Ritz Hotel concealed in the upper floors.

Beuil is fifty-two hundred feet above the sea, almost as high as Saint Moritz, and the slopes could not be more ideal for skiing. Very few people know about this hinterland. It is another world with a history and atmosphere all its own, an almost forgotten land, populated by mountain people who have lived for centuries in villages built on the ruins of fortified Roman towns that are most interesting and picturesque. It will not be long before one goes there by airplane, for aviation fields are in preparation, now, and, in the valley just below the hotel, there is also the new school built by the French army to train skiing regiments. Everywhere, on the slopes, are young French officers in their picturesque skiing clothes—a sort of khaki uniform, touched up with red and designed for skiing. Who would ever have thought that Monte Carlo and Nice would include skiing in their winter program? Indeed, they never would have, had it not been for the extraordinary energy and imagination of Frank Gould.

MONTE CARLO IN SUMMER

A word must be said about Monte Carlo in summer, because Monte Carlo in summer is now the talk of Europe. I have described what we moderns do in the Monte Carlo of Victorian fame, which was built as a winter resort. But now Monte Carlo has given birth to a child, known as the Monte Carlo Beach, and it is the most modern child you could imagine—a whole city built along the cove under the promontory of Monte Carlo. It was started three years ago, but it was only completed late last summer.

It consists of two hotels—the most perfect modern summer hotels, built and decorated to fulfil every requirement of the life led there in summer, each room with its own private loggia overlooking the sea—, a street of shops, a swimming pool, several restaurants (Continued on page 98)

← WORLD SUPREMACY →



England

In the maze of London's traffic and on the hedge-bordered lanes of the English country-side more Packards are driven by people of wealth and rank than any other fine American make of car. The distinguished Packard has consistently, and by a wide margin, outsold all other American cars of its class in England

The Packard Light Eight—the new car that introduces truly luxurious transportation to additional thousands—is pictured below in its full grace of line and beauty of color. But you must *see* the car itself to appreciate its fineness—you must *drive* it to gain a complete conception of its many performance advantages. ¶ Here is a car that is Packard in design, Packard in quality and, therefore, Packard in name—a car of which Packard is again proud to say "Ask the Man Who Owns One." Yet, because Packard has taken advantage of present economic conditions, lowered prices on fine materials, advanced engineering and new manufacturing processes, it can be offered at a price remarkably low—$1750 at the factory for the Five-Passenger Sedan. ¶ The Packard Light Eight is available in four distinctive and completely modern models—all on a chassis of 128 inches with 110 horsepower motor. It embodies Packard's latest engineering advances—Silent Synchro-mesh Transmission, *quiet in all three speeds*, Finger Control Free-Wheeling, and the new Angleset Rear Axle. Shatter-proof glass throughout, bumpers front and rear and six-ply tires—items charged for as extras on many cars—are included as standard equipment. ¶ Truly, thousands of motorists who for years have admired and wanted the beauty, luxury and distinction of Packard transportation can *now* enjoy it.

PACKARD



ASK THE MAN WHO OWNS ONE



RACKETS and riveters . . . cross-town traffic and subways . . . brownstone fronts with basement entrances . . . conferences and conventions and sales charts . . . six o'clock friends and parlor games . . . aren't you in your soul of souls fed up with them?

The sulphur and molasses season is at hand. Now is the time when executives come back from lunch wondering why nothing tastes good any more. Now is the time, also, when smart people give themselves a taste of good salt air and a few weeks abroad.

"Seymour," they say (if their budget includes a Seymour), "get out the trunks. We're off on the Vasty Deep." Or if, like most of us, they have no Seymour, they just pack a few bags, hail a taxi, and say: "Pier 57, North River."

And presto! the moment they set foot on deck, they're in France! . . . Bronzed and mustachioed tars, whose Breton forefathers saw America before Columbus . . . well-trained English-speaking servants within call . . . all is well-ordered for these fortunate travelers. They speed eastward . . . eating marvelous food . . . basking . . . walking . . . dancing . . . and in general doing whatever they darn well please. And they step ashore feeling already a different person altogether!

Ask your travel agent about voyaging on France Afloat . . . and as the skyline vanishes from view, wave your hand, sniff the salt breeze, and say: "Good-bye to all that!" The French Line, offices in the larger cities of the United States and Canada, or at 19 State Street, New York City.

French Line

ILE DE FRANCE, April 8, April 30, June 3 • • LAFAYETTE, April 16, May 21 • • DE GRASSE, April 5, May 10

ROCHAMBEAU, April 30 • • PARIS, May 14, June 11 • • FRANCE, April 22, May 27, June 16

FLEETWOOD



GRIST FOR GENIUS

Seldom in history have communities attained the commercial eminence enjoyed by the Italian cities of the Renaissance. The names of their merchant princes were names to conjure with, and more than one was accorded the title of "Magnificent." But who can name them now? Only a few are remembered—those few who befriended a Michelangelo, a Cellini or a Titian—who provided the marble, the bronze or even the sustenance without which these artists' works would have been impossible.

Modern business, also, achieves its crowning glory in its patronage of the arts and sciences. And today a shining example presents itself. Fleetwood . . . for years a name that has stood for the utmost in custom coachcraft . . . now shows the world a breadth of conception, a skill and a finesse never realized before it acquired its new facilities. Under the patronage of the Fisher Body Corporation, new fields of observation and research are opened up. New means for experiment are provided, new methods of operation are made possible, a new co-operation from chassis engineers is enjoyed.

Witness the result. Bodies that surpass all former Fleetwood creations are surrounding that hall-mark with a new prestige. And to the engineering advances in the new Cadillac V-Eights, V-Twelves, and V-Sixteens they are adding a new reputation for beauty, comfort and elegance.

COACHCRAFT

"Beautifier"



The fashionable figure of today must have a concave curve below the bust. Modart's "Beautifier" achieves this better than any other foundation, because the adjustable V-shaped belt (which hooks into eyelets at center back) creates added diaphragm and abdominal restraint. The "Beautifier" shown is of pink batiste, swami and elastic. Model 5546.

MODART

WHERE STYLE BEGINS

THE MODART COMPANY, Saginaw, Michigan
Division of Associated Apparel Industries, Inc.
347 Fifth Ave., N.Y.; 140 Geary St., San Francisco; 341 Church St., Toronto

VERY YOUNG FASHIONS

DESIGNS FOR PRACTICAL DRESSMAKING



FROCK No. 3256—A bow ties below the scalloped front panel of this linen frock; with panties. Designed for sizes 2 to 8

FROCK 3257—Charming for eight-year-olds or two-year-olds is this dotted voile frock; bloomers. Designed for sizes 1 to 8

SUIT No. 3258—Cotton broadcloth is a good fabric for this suit with buttoned-on trousers. Designed for sizes 2, 4, 6

WINTER AND SUMMER AT MONTE CARLO

(CONTINUED FROM PAGE 96)

and bars, two night-clubs, and an open-air Casino where you play roulette and dine out-of-doors. By night, it is a fairy-land, a spectacle dramatically produced, like something out of a revue—all due to modern lighting. I have never known anything more dramatic than dining on the terraces of the Casino, which descend like steps to the sea, and watching the spectacle given every night on a floating island anchored offshore, which is worthy of the most imaginative Hollywood producer (it is produced by Sayag, who runs the Ambassadeurs in Paris), under the August moon.

This modern Monte Carlo is a Venetian Lido up-to-date, with every distraction that the world now offers for a summer holiday, and its fame attracts people as honey draws flies. It is a place where everybody dresses in an exotic way, leads the most artificial sort of life in the healthiest sort of manner, living out-of-doors twenty-four hours of the day, sun-bathing, sailing, playing tennis and roulette, dancing, going to motion-pictures and theatres, nourished on cocktails and corned-beef hash—a kaleidoscope of sensations, with all the usual colours, but an ever-changing pattern. "HIM"

MR. LUNT IN A NEW RÔLE

(CONTINUED FROM PAGE 90)

a wooden spoon for mixing it. If it should develop lumps in spite of you, you will have to put it through a sieve. Then you add a dessertspoonful of Worcestershire sauce, white pepper (fresh pepper, of course, ground from a pepper-mill), salt to taste, and then cut-up shrimps or fresh lobster. Just before you put it over the pudding, you add a half-cupful of sherry, and, if you can get any of those little, little crescent-shaped croutons, you arrange those around the outside.

Of course, there is no real English sole in this country, but the Lunt approximation of it is to use flounder and transform it this way. You put butter in the bottom of a pan and then put in the fish. You add salt and quite a lot of pepper, so that you can see the pepper all over the fish. Squeeze out a lemon and cover it all over with cracker crumbs. This is really a Boston idea, and you can buy the cracker crumbs in little bags, or roll your own. Then you put the pan in the top of the oven. You must have a very hot oven for cooking fish like this. A good way to treat boiled fish is to brown it in butter and serve it with capers.

There are all sorts of little incidental tricks up Mr. Lunt's sleeve. If you chop up dates in your oatmeal, you'll like it. Fresh dill that you buy in the markets in the autumn (it is something like tarragon) is grand with new boiled potatoes. If you are going to use green peppers, heat them first in the oven, *then* peel them—it makes all the difference in the world!

"Paris!—*Cross-roads of romance*"



Capture the living glamor of famous places—*with Ciné-Kodak*



Simply aim, press the lever—and you're making a movie

MAGIC thoroughfares—the side-streets and boulevards of Paris. Romance marches by in fascinating faces . . . now at a famous café on the left bank . . . now along the footpaths of the Bois.

These are the glamorous scenes your Ciné-Kodak can capture . . . the scenes you and your family and friends will enjoy again and again in vivid home movies.



CINÉ-KODAK *Model M—Only $75 with case*

Into this compact little camera, Eastman has concentrated all the essentials of movie making. Equipped with *f*.3.5. lens and a special attachment for close-ups. No focusing. Loads with full 100 feet of 16 mm. film.

Ciné-Kodak, as low as $75, makes movies as simply as a Brownie makes snapshots. No focusing. Aim the camera, press a lever. That's all there is to it.

Kodascope projectors now reduced as low as $50. Many dealers offer easy terms. Eastman Kodak Company, Rochester, New York.

EASTMAN KODAK COMPANY • Rochester • New York

Send me FREE illustrated booklet telling me all about making my own movies. V-4-1

Name_____

Street_____

City_____ State_____

CINÉ-KODAK

Simplest of Home Movie Cameras

Marlboro
America's finest Cigarette



In response to your request, Philip Morris announces a Third Contest

MARLBORO PRIZES FOR DISTINGUISHED HANDWRITING

For ... contestants; and, maybe, a million friends have ... yed the natural association between A... ndwriting and America's finest cigarette.

Once again we are happy to offer for the most distinguished handwriting

$500 in Cash

(150 Prizes)

NO cost to enter this contest. There are no strings. No conditions. Simply write in your own hand: Marlboro — America's Finest Cigarette.

SEND AS MANY examples as you wish. Each will be considered separately, solely on its own merit. In case of any ties, duplicate prizes will be awarded.

CLOSING DATE — Contest closes midnight, Sunday, July 31, 1932.

JUDGES—R. M. Ellis, L. B. McKitterick and M. J. Sheridan, of Philip Morris, Nadya Olyanova, Graphologist, and K. M. Goode, Advertising advisor, will be judges. Their decision final.

WINNERS to be reproduced. Especially distinguished handwriting and, where available, portraits of winners, will be selected for publication in society magazines. No payments or fees, beyond prizes. We regret we cannot return samples nor undertake correspondence.

* **DOUBLE PRIZES** to Marlboro smokers. Anyone is eligible to win any prize. Believing, nevertheless, the cultured good taste which awakens an instinctive preference for Marlboros will reveal itself in the handwriting of Marlboro smokers, we offer in each and every case to double the prize when, as, and if, the winning answer is written on, or accompanied by, the front wrapper from a package of Marlboros.

150 PRIZES

FIRST PRIZE $100*
SECOND PRIZE $75*
THIRD PRIZE $50*
FOURTH PRIZE $25*
5th to 19th PRIZES $10*
20th to 39th PRIZES $5*
40th to 150th PRIZES
A Special Library Package 100 Marlboro Ivory Tips

Marlboro — Plain or Ivory Tipped. Successful cigarette of successful men. And smart women. Don't delay your try at double prizes. Send your example of distinguished handwriting to Philip Morris & Company, 119-V Fifth Avenue, New York City.

MARLBORO
Mild as May
Always fresh . . *. . Wrapped in heavy foil*
PLAIN OR IVORY TIPPED

SHOP-HOUND



VAN RAALTE'S LACE MITTS

(Continued from page 75) is that the shoes there have a really remarkable last, one with a high arch and a rounded toe, that tends to make long feet look shorter and is one of the most comfortable that I ever had on.

• The Van Raalte people have sent me what amounts to an encyclical of their ideas on the glove for spring, and, just because spring is coming and I for once am in a good mood, I am going to let you in on the information. First and most gladsome to all the little girls with meagre linings to their pocketbooks, they say that fabric gloves are going to have a big season with them. Think of that; no more optimistic washing of unwashable leather gloves, but an idyllic, unblemished spring wherein you may be equipped with plenty of appetizing little gloves that wash like the extremely proverbial handkerchief. Next, they have evolved a new overhand whipstitch just by way of variation on hand-stitching, which is nice and very smart. Then, they will produce a great many gloves in longer lengths, for you who want them. And last, they are all steamed up over the spirit of the Bicentennial Exposition and have let their creative imaginations run all over the place, with the delightful result of some lace mitts, which you are supposed to wear in the evening and so confound all the young men with this enigmatic mixture of naïveté and sophistication. (You can see them in the sketch above.) They will also make heavy mesh gloves for day wear, extremely cool on your hot little hands; these, besides being light and airy, will cost you, approximately, the to-be-sniffed-at sum of a dollar. Incidentally, the big colours for spring, according to Van Raalte, will be beige, eggshell, white, and some brown.

• Shop-Hound, you know, is one of the original hounds of spring that Mr. A. Swinburne wrote a poem about, and one of the things Shop-Hound has had on her mind is bags, for the season of blossom. The shop of Miss Penn, on Madison Avenue, is doing all sorts of interesting blossoming out in the way of new bags, and, when I heard this, I was there quick as a flash to see what was going on. Three things out of a galaxy of good ideas I chose to tell you about. An evening bag of a brocade in gold, flame, and mauve, rather big, and square, lined with a lovely beige satin, and having, as its special feature, a compartment which slides out and holds quite a goodly number of cigarettes, and another little compartment for matches. Next, a purse for ladies with slight delusions of grandeur, the bag being definitely on the swell side. It is made out of a seventeenth-century Persian needlepoint waistcoat, a lovely fabric in soft, rich colours, and the shape of itself, to counterbalance the opulence of the material, is perfectly simple and oblong, with a plain, straight frame made of tortoise-shell enamel, a substance never used in bags before, which simulates tortoise-shell exactly, without brittleness. Third, for late spring and early summer, there is a lovely country purse of a Chinese hand-woven linen in mellow stripes of every colour, in that shape which you can pull open into a cube-shaped box, if you know what I mean. You had better go and snatch this bag quick, since the way things look now, there may not be any more Chinese hand-woven linen. While you are at Miss Penn's, get her to show you one of her black woollen African savages, with their wild Zulu manes and savage red glass eyes. I doubt if you will be able to get along without one. I wasn't.

• Hollander's, ever receptive to the Young Idea, have been and gone and opened up a dear little ready-to-wear department for hats on their main floor. Its motive is to be a godsend to those bright young people who must have hats by the gross, a difficult aim to achieve if you buy expensive hats. The hats in this department will be priced from around $2 up to $12.50; nothing over that. For example, there is a divine assortment of knitted or crocheted hats and berets made in France, and selling for approximately $2. One is made of an imported ribbed woollen, in blue with an ornament in red, under $13. Others are made of a suède-like fabric. Still others are of felt and sit so preposterously far over on one side of your head that little veils are sold to go with them, thus combining extreme chic with the practical measure of keeping your hair in place. The salesladies in the shop will show you how to put these on to most devastating effect.

• Let us not, in the fine ardour of spring, forget the younger generation, the very, very much younger generation whose chief and consuming interest in spring is that now the mud will be soft again to make luscious pies of. Miss Brogan, in her shop on Madison Avenue, has not forgotten them; indeed, they are her specialty, as you must know if you get around. Unless I took up the whole of Shop-Hound's pages, I could not tell you all of the lovely little frocks I saw in her place, which almost, if not quite persuaded me that it would be fun to be a child again. However, I can make a stab at telling you about a few of them.

For little girls of from six to ten, she has some fresh, gay dresses made of printed lawn; for instance, one in yellow and white with a yellow balibuntal (Continued on page 102)

Styled by RYSONÉLE

The Smartest of Fashions
The Finest of Quality



5



4



3



2



1

Styled by Rysonéle

Starred Styles in the Firmament of Fashion! Featured by leading retailers who cater to those who are interested only in the ultra-smart and ultra-fine—to those whose educated sense of values can instantly recognize in Rysonele shoes—at $8.50 to $10.50—the superb fashion and finish to be expected only in expensively fine footwear.

RICE-O'NEILL SHOE CO.
Manufacturers, St. Louis

Style Las Port—That fascinating new feature of sport trim—not eyelets, but portholes with underlays of contrasting pipings.

1. Style Las Port No. 28—In Admiralty Blue Kid with underlay pipings of Gray Kid.
2. Style Las Port No. 27—In Genuine White Buck with underlay pipings of Black Patent Leather.
3. Dalma—Indies Brown Kid. Pipings of White Kid.
4. Style Las Port No. 24—In White Kid with underlay pipings of Eggshell Kid.
5. Hiker—A Wales Tie in Sandal effect made in Black Calf.



featuring Stehli Silks

Its brief coat is adorable, and the hand appliqued polka dot dress will be an ornament to any summer occasion.

It's made of a fine silk crepe, expressly woven for us by Stehli, and has that expensive look that Everglade fashions offer you for so very little. Ask for Everglade dresses in your favorite shop...identified by the label. They're priced from $16.75 to $22.75.

Storyk Bros.
525 SEVENTH AVE.
NEW YORK

A COMPLETE WARDROBE

(CONTINUED FROM PAGE 88)

(No. 5956) and the high-waisted skirt (No. 5895) are excellent for golf and general country wear, and the trim, belted jacket (No. 5884) and longer top-coat (No. 5917) provide for the occasions when greater warmth is needed. For the skirt, jacket, and coat, you will need about 10 yards of a wool or flannel in 54-inch width, and this will probably cost in the vicinity of $2.50 a yard. The blouse requires about 1 yard of striped jersey, if you use short sleeves and cut the blouse so that the stripes run horizontally. Excellent narrow-striped jerseys for this purpose are available for about $2 a yard.

All of the yardage given is, of course, approximate, and your own figure must be taken into consideration before you do your purchasing. The back views of all of these designs are given on page 84.

At the beginning of this article, you were promised that this wardrobe should be economical. Just how economical it may be is for you to demonstrate—the chance is yours.

SHOP-HOUND

(CONTINUED FROM PAGE 100)

hat to go with it, trimmed with a brown velvet ribbon and yellow rosebuds. She has another material floral Swiss, which makes grand dresses for little girls. One set of a dress, a little suit, and a romper, for three children of gradated sizes, is all in pink everfast gingham with checks of blue appliqué along the closings at the fronts and on the collars. Some of her best rompers, let me add, are made of dimity, which has a certain crispness that is very beguiling. One tiny boy's suit has a dimity top in bright green and trousers and collar of white piqué. A girl's dress is of butter-yellow handkerchief linen, with daisies made of rickrack braid edging its wide collar and scattered on its skirt.

For babies, she has a little coat and hat of white corduroy that I consider sweeties; they are meant for boys and have a certain masculine severity that is very funny. The baby girl's coat I liked best was of pale blue duvetine with a wide scalloped collar of natural coloured linen. But then, there is a coat for little girls of four to eight, of a pink Chanel woollen, simple and straight, with cunning bulgy sleeves and a round beret to match, that is pretty fascinating.

For the practically new-born, Miss Brogan has two little coats you would weep to see: one for a little girl, made of dotted Swiss in tiers of scallops with a ravishing scalloped cap to match; and one for a boy baby, of sheer white lawn, plainer than you can imagine, with only a narrow edge of lace and a simple cap, also trimmed with Valenciennes. But so beautifully made! Both these coats have pale pink or blue silk linings.

• I am turning out to be the champion bedspread-finder of the Western World. I recently let you in on information as to where a wonderful country-house bedspread was to be found, and now I am about to pass on to you still another such tip. Eleanor Beard has a bedspread made of a wide, seamless muslin, in such colours as green, peach, or mauve which has all the country-house chic in the world rolled up in its simplicity. It is made either scalloped or not, and the way to give it the ultimate touch of *wham* is to have a monogram in appliqué in the exact centre, a great, enormous monogram in a contrasting colour. The bedspread itself costs only about $7 (unscalloped), and, if you have it monogrammed, it will cost you something like a dollar more.

• I am the original girl who has been everywhere and seen everything, guaranteed shock-proof. But every once in a while, I am caught up in my fell worldliness and see something that simply knocks me for a row of drug-stores, much harder than if I were a more gullible type. O'Neill can do it in the theatre; every once in a while, there is a young man; and now a little shop on Madison Avenue called Beatrice Meyer has made me wonder if I am really awake and seeing what I seem to see. In the first place, let me explain that her price range is from $13 to $27; that doesn't seem to leave her much scope, does it? But you haven't been and seen what I've seen.

Let me tell you what I saw, just a few of the things: a grey flannel skirt, divinely cut, with a wool blouse, in white, cross-barred with red like a dish-towel, and a little naval-cadet cape in grey lined with the red and white. Around $23. A little black wool dress with short sleeves and a round neck, having a round collar of white waffle piqué, and two peplum flounces of piqué. Around $13. A beige woollen dress in a Vionnet-ish model, with a tricky scarf collar that loops the loop through a ring, and a red leather belt. A diagonal wool dress in royal-blue with double revers on one side of the neck, of white silk piqué. A brown-and-beige plaid wool dress that is a miracle of seductive fit, buttoning up the front and having a jacket and an Irish-green jersey scarf. Lots of coat-dresses.

For afternoon, a Vionnet-ish dress of gold roshanara crêpe with a yoke neck and Renaissance puffed sleeves. As for the evening, there is a chartreuse-yellow chiffon, cut along classic diagonals, with red camellias pinned to it and a jacket of red shirred chiffon, after a Goupy dress, and this dress, I hope you will believe me, costs around $23. There is a devastating silver-white dress with a complicated halter décolletage, in that very rough sort of crêpe, for around $23. And a severely plain and absolutely lovely dress in madly bright green with a little jacket to match; and a black lace dress with a draped cape; and a beige suède-lace dress that costs in the neighbourhood of $27. Everything is amusing, unusual, wearable. And I'm not asking you if these are good values. I'm telling you.

WORKING FROM THE OUTSIDE IN..

MATCH your stride with the pace of modern life... live without "time out" for "nerves" and "exhaustion." Youthify, stimulate and tone your body as do the women of Paris — with Cheramy Floral Eau de Cologne.





BODY LOTION ...Applied after the Bath or in its stead, Cheramy Floral Eau de Cologne cleanses like a hot tub, invigorates like a cold shower. It is used thus, throughout France, for its constitutional effect. It stimulates the activity of the tissues, tones and conditions the skin.



INDUCES SLEEP ...A soothing bed-time rub. Its influence is quieting. It lulls, rationalizing nerves, bringing rest and relaxation.



An ASTRINGENT FOR THE BODY ... Causes a contraction of the skin. Closes the pores. Used as a body astringent — after a hot bath to ward off cold, as a stimulant to tired tissues, as a conditioner to keep the skin firm and tense.



PERFUME ... An exclusive blend of the best Eau de Cologne and fine floral fragrances. "Every day" perfume for women who consider extracts too costly for daily use. Twelve fragrances, including April Showers.

ODEURS

April Showers

LILAS	POIS DE SENTEUR (Sweet Pea)	JOLI SOIR (Gloaming)	MIMOSA	FOUGÈRE (Fern)
MUGUET	LAVANDE	CHYPRE	ROSE	CIEL BLEU (Blue Skies)
JASMIN			VIOLETTE	

From 25c an ounce to $3.75 the flacon of thirty-two ounces

FLORAL
EAU DE COLOGNE

CHERAMY

PARIS

THE PARIS OPENINGS

(CONTINUED FROM PAGE 39)

clothes. The average woman can put her waist-line where she pleases, so long as there's a suggestion of building up through the ribs.

There are other facets to the early spring street scene. Some smart women will surely appear in Augustabernard's dark blue woollen coat-dress with a double jabot flare at the side. Coat-dresses are very competent, this year. Either they have some bodice interest or some elbow interest, a little cape of their own, or an encrusted scarf. Patou's most charming coat-dress is of navy-blue woollen with diagonally-encrusted taffeta stripes—diagonal closings are a great feature here. Outstanding will be Vionnet's black woollen coat-dress, with a stiff-ended black-and-white striped taffeta bow jabbed vertically into the edge of the décolletage, the upstanding end just missing your chin.

The Augustabernard dress has unusual cut; equally interesting, it's in dark navy-blue—an insistent navy-blue. In a colourful season, with corn-flower-blues and poppy-reds and apple-greens all about, the dark blue or the dead-black dress or suit stands out with peculiar lucidity as astonishingly chic. Augustabernard makes several dead-black costumes for the street. One coat-dress has four huge chunky silver buttons like squashed jackstones. These dresses should be worn with a small, sophisticated black hat and with black gloves. The point is, if you are going to wear black at all, this season, make the most of it. Mainbocher uses a tiny fleck of white or colour to point up the black or navy-blue town clothes, which are a feature of his very beautiful collection.

COATS IN THE STREET SCENE

Coats there will be in this early spring scene, but you don't think of them very often as coats. Something is apt to happen around the top to make them look like dresses. The Mainbocher coats look like dresses because the skirt mounts up above the waist in a diamond-shaped point, into which the bodice is softly shirred. Mainbocher does this built-up waist-line beautifully. Then, along will come a girl wearing Schiaparelli's brown woollen coat that is all red-and-white polka-dotted crêpe to the waist. Polka-dots freshen the spring picture like a flurry of snow.

There's an outstanding Vionnet coat for afternoon, with a top that looks like a dress. The bottom section is made of black woollen; the bodice and sleeves of black satin. It's a marvellous thing for a sophisticated woman to wear. And two Paquin coats belong in the picture. Both close high at the neck and have a flattened-shoulder look, which is new. High, flat, closed-in neck-lines are of immense importance. Except on sports coats, there are no collars or revers. One of these Paquin coats is in beige, with a tiny, turn-over collar buttoning close at the throat. A broad, flat summer ermine scarf flops over, extending into one long end that slips under the belt. The other coat, in black, has a cape at the back attached to a sable necklace—one of the few examples of fur used as trimming for day. Another exception is Bruyère's blue woollen coat, "Mont Thabor," with a strip of white ermine outlining the inner edge of the oval shawl collar. Then, too, there's Lelong's charming black woollen town coat that ties up in the neck with a black breitschwantz scarf.

There's no end to the new and practical ideas in dresses for warm days in town. Always, these frocks have something happening around the top that makes them self-sufficient, without weighting them down. There's a Louiseboulanger dress of fine brown crêpe with a red-and-white and brown-and-white polka-dotted bolero-cape into which you slip your arms and which slips, somehow, over your neck. One of Mainbocher's black crêpe dresses has balloon sleeves and an overblouse of black-and-white dotted chiffon. Augustabernard has an apple-green shantung dress, with short sleeves—the sort of thing you would put down to wear at the seashore, except that a crossed and belted scarf is incorporated in the cut of the bodice and makes it right for town.

FOR SUMMER IN TOWN

Patou also comes to the rescue of the city girl in summer, with his fitted bolero capes. You put on a blue crêpe dress, and over it you put a little fitted bolero, of the same material, with a cape top. The bolero drapes and fastens in very neatly at the waist, and every one is surprised when it comes off. The navy-blue or black crêpe dress, with a cape, is a feature of the Mainbocher collection. Sometimes, the cape has ends that cross on the bodice and evolve into tiny coloured sash ends that twist and tie at the back. One black crêpe dress has pale flesh sash ends that evoke the description "restrained elegance." But don't let that deter you from wearing it to a speak-easy. These dark crêpe dresses with cape tops would be just the thing for roaming about town on a summer evening. A tiny tilted sailor with flowers tucked above or below the brim is the hat for these.

Another suggestion for warm spring afternoons is the tailored silk suit. Mainbocher has done it in black crêpe with two huge roses, to match, jutting out from the bodice of the dress and softening the fitted line of the coat. This was illustrated in the March 15 issue of Vogue. He shows this as a cinema suit, with an afternoon-length skirt, an evening décolletage, and a tiny draped silk hat. Augustabernard has made the tailored silk suit in a dashing black-and-white print, illustrated on page 39. The asperity of the strict tailored jacket is softened by one of Augustabernard's beautiful big bows that overflows from the high-closing bodice of the dress. Bows are everywhere, but no one has handled them with greater witchery than Augustabernard. Her crêpe dresses have a fluid quality, due to a subtle, inexplicable cut that terminates in a big bow perched on the shoulder.

If this girl we started to talk about, the heroine of our early spring street scene, were motoring into the country for lunch, she would very likely wear something with stripes. It might be one of the Chanel suits with a striped jersey top, her vanity-case (Continued on page 106)

HOME THOUGHTS

(CONTINUED FROM PAGE 65)

eight walls being of mirror and dazzling like the facets of some mammoth Kohinoor. High up on the mirrored walls are bold etchings of shells and sea flora, and the dado and the floor are of white marble with a narrow black inlay. Even the curtains are of shimmering silver-mesh, the bath fixtures chromium-plated, and the dressing-table of clear glass and mirrored glass. And, in this bathroom of bathrooms, there is a chromium fireplace with a grate of glass and chromium metal. In the adjoining bedroom and morning-room, decorated by Diane Tate and Marian Hall, white is the predominant note, with grey and black accents. The walls and rugs and curtains are all white, and the desk and bed are of grey shagreen—which, in plain English, means sharkskin—with ivory inlay, designed by Curtis Moffat of London.

• Suppose you have a fine old house that you want to bring up to date. The colours of the drapes and rugs are hopelessly outmoded, but the fabrics themselves are still excellent—in the good old days, they probably had cost ten or fifteen dollars a yard. Discard them? Indeed not. By an enigmatical process called "stripping," the old colours may be drained out, leaving a nice natural raw-wood shade, an off-white egg-shell tone that is the most modern thing in the world. Mr. L. T. Luke Kelly of the Empire Exchange recently worked this stunt with the fabrics in Mrs. Lyttleton Fox's town house—a trick that lifted and lightened the whole spirit of the room. In one way, years of wear actually benefit fabrics. The high sheen gets lost as they age, the fabrics take on a lovely, dull, mellow, antique look. So sought-after is this mellow, aged patina in fabrics that many new fabrics try to duplicate it, and, at Seeley Scalamandre, you will see some marvellous Italian damasks that have this old finish, although they are new.

• Something similar to the "stripping" of curtains is a device for salvaging old furniture—a process called "pickling." This sounds like a horrid soaking-in-brine process, but the results are heavenly. If you have old furniture that is good at heart—fine cherry or beech or mahogany—, but covered over with gilt or paint, these outer layers may be removed so that the wood is brought down to its natural state. And here, again, you have that natural raw-wood colour that is so modern. Then, instead of revarnishing the furniture, you merely have it brushed lightly with calcimine, most of which is wiped away so that only a little remains in the grooves, and then the wood is shellacked or waxed. The result is furniture with a dull, soft finish that is terribly smart.

• All of a sudden, fringe has had a decided revival. Glass fringes, metal fringes, wooden fringes, button fringes, silk and cotton fringes. Something especially lovely is a curtain made all of crystal glass fringe, in the bathroom of Mrs. Morton L. Schwartz's house. To get a good mental picture, remember—if you can remember back that far—those portières made of strings of wooden beads in houses of the "'Nineties." This curtain is on the same principle—just one string after another of crystal glass beads—terribly pleasing to the eye and very nice because it doesn't take the light away.

• Furs and skins are probably the most primitive upholstery stuffs on earth, yet nothing looks more sophisticated to-day. Lapin, sharkskin, chamois, leopard-skin, sheared lamb, piebald calfskin—these are a few of the genuine ones being used, and then there are all of those imitation deep-pile pussy-cat fabrics that are so soft and thick you can bury your hands in their depths. In Mr. William Rhinelander Stewart's study at the River House, an enormously smart effect has been achieved with these fabrics. On the floor is a large rug made up of squares of sheared sheepskin brought down to a one-half inch pile. Chamois, unborn calfskin, and parchment coloured corduroy are used for upholstering the chairs, and the sofa is of piebald calfskin—a creamy-white calfskin with beige piebalding. Two end walls of the room are covered with parchment, and the curtains are of rough cheviot silk in parchment colour. In the library, the walls below the dado are of blue glazed leather, and, above it, they are of pine Flexwood. (All you who want the effect of genuine pine wood panelling at about half the price of the genuine, remember that name, Flexwood.) The curtains and furniture upholstery are in the blue of the leather below the dado. Jones and Erwin were the decorators.

• Even with such a trifle as a curtain rod, those clever fellows, the decorators, do astonishing things. The latest idea is a rod of crystal, to each end of which has been attached a shepherd's crook taken from a crystal chandelier, which Mr. L. T. Luke Kelly of the Empire Exchange designed. These finials—whether of crystal or metal—provide surprising new ways to drape curtains, as you can see by the photograph of Mrs. Archibald Brown's apartment on page 70. Glass tie-backs are another smart curtain accessory, especially for bedroom curtains, delightful ones with flower motifs may be found at Rose Cumming's.

• Making Third Avenue furniture look like a million dollars is something that—depression or no depression—every one will rise up and call blessed. Recently, Taylor and Low managed the trick with tremendous success in a "Budget" living-room for Mrs. Ward Cheney. The style chosen was German baroque, the walls were painted cocoa-colour with a white-and-gold trim, and then nondescript Victorian furniture from Third Avenue was bought, painted white-and-gold and covered, inconsistently, with the loveliest satins and velvets. Yellow taffeta curtains topped by baroque cornices and portraits set in panels along one wall completed the room—a room as attractive as anything you've ever laid eyes on. Another "Budget" room was cleverly done for Mrs. Artemus Gates, in which only very inexpensive fabrics were used. Instead of curtains or drapery, the wide casement window was deco- (Continued on page 106)

When you buy

SQUIBB ASPIRIN

you are sure

of getting the utmost in purity and quality

To set a new high standard in the manufacture of chemical and pharmaceutical products—to make products of greater purity than had yet been known—that was the ideal of Dr. E. R. Squibb when, in 1858, he built his modest laboratory at the request of leading physicians.

For 74 years the House of Squibb has adhered to the ideal of the Priceless Ingredient—the Honor and Integrity of the Maker. That ideal has won world-wide recognition for the supremacy of Squibb Products.

Today, the name Squibb on any household or professional product is recognized everywhere as positive assurance of true purity and reliability. Through persistent research and the application of better manufacturing methods, improved tests and controls, Squibb Products continue to be the best that scientific skill and the most painstaking care can produce.

And so you will find Squibb Aspirin is of the highest quality—safe, dependable and effective. It has the advantage of not crumbling in the package or leaving bitter-tasting particles on the tongue. Although firmly compressed, Squibb Aspirin tablets disintegrate quickly in water or when swallowed whole.

When your physician recommends aspirin, ask the druggist for Squibb Aspirin. You can buy it in handy metal boxes of 12 or 24 tablets, and in bottles of 50 or 100. Look for the name before you buy.



E·R·SQUIBB & SONS

MANUFACTURING CHEMISTS TO THE MEDICAL PROFESSION SINCE 1858

THE PARIS OPENINGS

(CONTINUED FROM PAGE 104)

attached to a watch-chain secured to the leather belt, the case slipped into the pocket of the skirt—a very amusing idea of Chanel's. She might wear a beige jersey ensemble from Molyneux, with red and brown stripes at the top of the dress and in the scarf of the coat. She might wear Lanvin's brown woollen coat and dress, with brown, rust, and white stripes encrusted in the front of the dress. If she wore the coat of this belted apart, the stripes would look like a gilet or scarf-ends. The coat is collarless, and you slip a life-saver ring of the striped woollen, twisted, over your head.

If the trip into the country were a rather special occasion, a Horse Show luncheon or something of that sort, she might wear Schiaparelli's black-and-white striped, heavy, crinkled silk-and-wool dress, with a wide red-and-black striped scarf of the same stuff encrusted like a jacket in the front of the dress. With this goes a loose three-quarters blue woollen coat, which irrelevance in colour is just another evidence of the independence in the mode. With town-and-country clothes of this sort, those sailors with a roll and a dip are generally the best.

FOR COUNTRY OR SEASHORE

For a spring week-end at the seashore, one of the best suits you could have would be Patou's soft blue woollen suit called "Yachting." It has a squarish bolero jacket with a knitted scarf having two-inch red, white, and blue stripes. The sweater is knitted in these same stripes. From the middle of May on, those enchanting linen and cotton resort suits that were described in the preceding issue of Vogue are the thing to have. Patou has another good navy-blue suit for country and resorts—of knitted material, with a belted bolero and a white crochet-cotton blouse. Belted boleros, looking a bit like lumbermen's blouses, are a new sports-jacket type. Any squared-off effect for sports jackets is good. Lelong and Jane Régny show double-breasted waistcoat jackets. And—another point—they usually make a colour contrast to the skirt.

Any one living in the country must certainly have one of the jumper dresses with a guimpe. Call them overall dresses, if you like, for some of them look as practical and workmanlike as that. Sometimes, these guimpes have huge peasant puff sleeves and make you feel that you ought to go out and cut flowers or start doing up some strawberry jam. Vionnet makes these jumper dresses very smartly, for sports. Patou has one in brown-and-beige plaid-stripe with a natural linen blouse. The blouse has brief, neatly tied sleeves. The dress has a bolero jacket, and Patou quite rightly proposes the ensemble for golf—all of the joys of a fresh linen blouse, and none of the worries of a slip at the waistline. Wear a beret with jumper dresses of this type.

Bruyère makes these jumper dresses for town, showing them with plain or printed crêpe guimpes. One crêpe has daisies, another has dots. You have several guimpes and change them around, and feel practical, as well as gay. These guimpes give a grand chance for short-sleeve and puff-sleeve interest, which is nearly as important as capes. These Bruyère dresses usually have bolero jackets that fit in snugly at the waist in a coat-dress effect. Before summer comes in, however, we shall leave the jackets off, without a thought.

FORMALITY FOR AFTERNOON

With which we come to the really glamorous clothes for afternoon. Last summer, you remember, it was the Eugénie hat with a plume, for the races, and a pastel chiffon dress. This year, it's an enormous, almost straight-brimmed straw sailor, more exaggerated than anything we have known in hats in years, worn either with a sheer printed crêpe ensemble or with a luxurious elbow-length fur cape. You'll see a chic example in the costume shown on page 36—the hat, "La Troublante," imported by Bonwit Teller, the dress, "Perle Grise," and the cape, "Le Roi," by Jay-Thorpe.

The newest idea in the printed crêpe ensembles is the printed coat, the plain dress. The coat is straight, and unlined, and lovely when held around you, like a dress. The most alluring version of this idea is Vionnet's unlined chiffon coat, printed in tones of brown that sink into the background of the opaque white crêpe dress over which it is worn. It calls for one of the new big Reboux sailors, in brown straw. It's limited to wear at the Races, or to a cocktail party in a Paris garden in the month of June. More generally wearable, but creating a sensation, is Mainbocher's unlined crêpe coat, with huge white marguerites printed on black (see page 41). When the coat slips off, you have an equally good effect: a black crêpe dress, softened by drapery around the décolletage, and a narrow white picot ribbon sash, the note of white picked up by one huge white daisy on the black straw hat with a moderate sailor brim. Maggy Rouff has several of these printed-over-plain combinations. One, a multicolour print over black, another a sunset-rose-and white shantung over plain rose marocain.

More revolutionary is Vionnet's new low-necked dress for day. It is worn in a pale honey-beige ensemble (this colour is the height of afternoon sophistication) under a simple, fitted coat of the redingote type. The dress is in a delicate beige-and-brown print, sleeveless, and with a very low, slightly draped oval décolletage in front. We shall see this ensemble at Chantilly; we shall see Lanvin's magnificent cape (illustrated on page 36). Four silver fox skins, two deep, are mounted as a border on soft grey woollen material to match the dress. The material extends into a yoke that drapes around the neck and into pointed ends that cross in front and tie around at the back. Lanvin makes these fur capes for evening, also, the fur mounted on satin to match the dress.

The new evening dress has a skirt that flows free all the way around—a bluebell silhouette. It veils, rather than moulds the silhouette. Sometimes, the fulness is spaced and grouped; sometimes, it is concentrated in the back. These dresses are always (Continued on page 108)

HOME THOUGHTS

(CONTINUED FROM PAGE 104)

rated only with a scalloped valance painted maroon-red with white tassels and maroon-red Venetian blinds taped in white. The walls were maroon-red with white trim, the window-seat and a few chairs were upholstered in red, white, and blue chintz; one sofa was covered with plain maroon-red chintz piped in white, the other in white piped in red, and the furniture was eighteenth century in style.

• Instead of the conventional wood or metal frame for pictures, did you know that the newest thing to do is to place over a flower print or still life a flat sheet of glass that extends about three or four inches beyond the edge of the picture? This glass is anchored to the picture by four glass rosettes, and the three- or four-inch wide rim that extends beyond the picture serves as a frame. This rim, being transparent, shows the wallpaper behind it, or you may back this edge of glass with ruby paper, f'rinstance.

• One of the most interesting houses being built in Europe to-day is the villa of Miss Maxine Elliott at Cannes—the whole idea of the house being centered around its chief attraction: the swimming pool. Scarlet-and-white is the gay colour scheme on the terrace—a terribly effective out-of-door colour combination and one that wards off heat, as well. The white-washed terraces are spotted with scarlet canvas umbrellas, and the parapet around the pool is covered with scarlet cushions to match. Some of the umbrellas are really made of tin, painted red, standing in concrete flower-pots, for use on windy days when the canvas umbrellas are furled. This is an entirely new idea—and very decorative—, because the umbrellas can be made in unusual shapes.

• From the theatrical world comes a shimmering silver fabric that looks like the stuff a silver mesh bag or a knight's coat of mail is made of—a fabric which is being put to some clever uses in the decorating world. In Mrs. Harrison Williams's house on Long Island, the curtains in the swimming pool are made of it. For a shower curtain in a bathroom, this glimmering silver fabric would be glorious—for it is rustless and waterproof. At a recent dinner-party, the table-cloth was this fabric, and everything on the table echoed the silver note. Not one piece of china or glass was used. Plates, goblets, cups—everything was of silver or pewter.

• Among the latest contributions to wall-papers is one that will stir all worshippers of Americana. It's a scenic wall-paper, telling the whole thrilling tale of George Washington's triumphal inaugural procession—done in honour of the Washington Bicentennial celebration, by Nancy McClelland. The whole procession sweeps around the room—the arrival in New York aboard a star-spangled barge rowed by thirteen white-clad oarsmen, the landing at Murray's wharf, the flower-strewn triumphal parade to the Presidential mansion in New York, and the taking of the oath of office on the balcony of Federal Hall. Not only is it history and valuable Americana—but it is beautiful wall-paper.

• To any one who knows wall-papers, the name of Madame Charles Huard is listed high in the hall of fame. Famous in Paris for collecting and copying old papers, some of her loveliest specimens are now available in America at Barrie Desmond, Inc.—especially those Victorian, Directoire, or Empire drapery papers. One is a soft grey paper, dotted with silver leaves and finished at the top with a tasselled and draped border. Another is a gay plaid paper, with a separate draped plaid valance and a plaid dado. The things you could do with this paper are legion. You might have panels of plaid paper on your walls, or you might have white walls, using the plaid dado and the draped border for a valance above your curtains. A third paper, an excellent dining-room paper, is very Victorian. The paper itself is in rich shades of tan, and at the top is a drapery border in mauve intertwined with garlands of leaves and Indian-head plaques.

• For papers in the strictly twentieth-century French flavour, take yourself to the Wall Paper Exchange. You must see the one with red and blue stars on a white background. Another that is the essence of the feminine is a paper that reminds you of the lacy effects on an old-fashioned Valentine—pink and blue and white. A nautical paper that would give a seagoing atmosphere to a house at the shore is a cool grey one with foamy splashes that look like whitecaps and far-spaced motifs of anchors, rigging, and compasses.

• Now then, you'll be wanting to ring up a new curtain or two—and here are a few tips on that score. The chances are you've never thought of dress velvets in connection with curtain draperies; in which case, you've overlooked a good bet. For one thing, in these dress velvets and velveteens, you get a phenomenally large range of the newest colours; and, for another thing, you get a fabric that drapes superbly. An especially nice heavy cotton velvet in creamy-white that has a miraculous way of getting creamier instead of dirty as the soot comes wafting in is to be found at Johnson and Faulkner. At the same place, do run your eye over the fifty-inch wide period damasks that cost under $5 a yard, and the array of inexpensive chintzes. There's also a certain arras cloth, at Johnson and Faulkner, to which we call your respectful attention. It is heavy enough to fall beautifully without lining, it is made in the most appetizing colours, and its price is very comforting. Other good suggestions for summer curtains are the Liberty cotton prints and voiles and crêpes on exhibit at McCutcheon's. Trim them with gay cotton fringes or pleated self-ruffles, and they'd be charming. And, by the way, almost all curtains, these days, are bound or ruffled with cotton instead of silk. Unbleached muslin ruffles, dyed to match the curtains, or organdie ruffles are terribly smart. The English chintzes with tiger-lilies or magnolias, at Johnson and Faulkner, are nice treated this way.

The Marie Earle Salon is now at 714 Fifth Avenue



YOU will wish to enter this new location in your address book, for you don't want to let this Spring slip through your fingers—its lovely opportunities lost forever! Make it a season precious, unforgettable —by bringing a new enchantment to your face!

To help you, the Marie Earle Salon has established itself in a new, more delightful environment, north of Fifty-fifth Street, close to the pleasant Plaza section of town.

The charming Directoire drawing room, the restful little salons in which such glamorous beauty is brought to one's face—all these have met with enthusiastic praise from patrons who have already had their treatments in our new location.

Next to relaxing under the gentle, expert fingers of a Marie Earle attendant, is the superb care you can give your own face with Essential Cream—the first step in the Marie Earle "Basic Treatment." Marie Earle Cosmetics, too, for all five complexion types, help each woman to dramatize her own precious personality. *For helpful book,* address: Marie Earle, Dept. V-4, 714 Fifth Avenue, New York.

"Two helping hands for your face"—Marie Earle Essential Cream is a thorough *cleanser,* an efficient *nourisher.* You dip into the jar —*once,* to flush out skin impurities; *again* to pat nourishing, healing oils back into your skin. $1.90, $3.50. *New—"Basic Treatment" Kit*—regular sizes of Essential Cream, Cucumber Emulsion, Freshener Lotion—$5.



Marie Earle

Marie Earle Blanc Gras—for a superb facial finish before applying powder—now ready in a *new* smaller size at $1.50. *Lipstick*—smooth, indelible—in a *new* Spring shade "vivid", also light, medium, dark—$1.50. These, as well as Face Powder, Eye Shadow, Mascara and other choice Marie Earle Cosmetics and Creams—*at the better shops.*

NEW FASHIONS IN FURS



Sables, of course, but how cleverly arranged...and foxes with a new trick to wearing them—two for one—a new and chic luxuriance made possible by the present low prices of furs, even Jaeckel furs.



H. JAECKEL & SONS

546 Fifth Avenue, New York City

THE PARIS OPENINGS

(CONTINUED FROM PAGE 106)

of chiffon or supple crêpes. They hang within slender lines, when standing, but spread out like a huge flower when you sit down. One of these new evening dresses you must have!

Mainbocher shows several of these flower-bell effects, one of which was illustrated in the March 15 issue. You feel as though the fulness started from the décolletage. The line is as unbroken, as harmonious, as that. There is a simplicity about these dresses that means great sophistication. They have tiny puffed sleeves or tiny straps across the tops of the arms. The bodice is simple, the décolletage rather high. Grouped fulness is confined at the waist-line by a narrow sash.

SILHOUETTES OF THE EVENING

Patou makes the bluebell silhouette in stiffened chiffon, often in enchanting flower prints. One of the loveliest of these, however, is in plain, deep rose-geranium (see pages 42 and 43). The skirt fulness is narrowed at the base of a short bodice by gathers and by wide inverted box pleats.

Augustabernard makes the same silhouette in a dress of palest geranium-rose crêpe. The bodice mounts almost to the neck, in flat, oval drapery. Fine hand-pleating subdues the fulness, which starts at the hip-bone and extends into a pointed train.

Vionnet's evening skirt falls free from a high Empire line. There is, for example, her beautiful white crêpe skirt that escapes from under a bodice composed of wide bands of pale green crêpe. Most of the new Vionnet evening dresses have to be more or less adjusted on you each time. The bodice is composed of bands that cross in front, continue over the shoulder and cross in the back, and then tie around the waist.

Another striking Vionnet evening dress has a sky-blue satin top, a black satin skirt. A change of colour or a change of surface invariably draws your attention to the high waist-line. Vionnet uses quantities of satin-faced crêpe. Her evening dresses in pale sky-blue, in water-green, use the dull side for the top, the satin for the skirt.

Certain evening dresses stand out either by their sheer beauty or their originality and independence. There is, for example, Paquin's silvery-grey stream-line evening dress, the deep diagonal movement of the bodice concentrated below the shoulder by a lovely brooch, then released to spread like a fan. There is something of pre-War magnificence about this dress. There are Louiseboulanger's *grandes robes* in printed organdie, with quaint little old-fashioned flowers delicately printed on a white ground. These dresses are demure and simple in front, where a ribbon sash ties in a childish bow. It's at the back that you get their tremendous importance. The material is gathered up at the waist-line in huge pleats that give them, from the side, a Velasquez silhouette. Merely something cool and refreshing for a summer's evening, but not to be overlooked where organdie dresses are in question are Lanvin's two peppermint-stick organdie evening dresses: one in green-and-white, the other in black-and-white. Then, there is Chanel's evening dress of white piqué with a white piqué cornflower lei—not a *grande robe*, but a very practical and unusually striking dress, and very expressive of this independent mode.

Two deshabilles at Lanvin are as striking, almost as formal, as real evening dresses. One is of heavy white crêpe—a new white tinctured with yellow, as though a few drops of lemon-juice had been squeezed in—with vivid tangerine crêpe encrusted over the shoulders and descending in a wide panel at the back. The other deshabille is of tangerine crêpe, with a subtle trimming motif of the lemon-white. Every one who came to the Paris Openings talked about these dinner tea-gowns of Lanvin.

This, while we are on the subject of unusual clothes, is where woollen evening dresses come in. They will be marvellous this spring at resorts, even for cool wet summer evenings. Augustabernard has a beautiful, dead-white, light-weight rough woollen dress, with a royal-blue velvet ribbon sash showing between the hip-length, long-sleeved jacket and an upturned tuck near the top of the skirt. Louiseboulanger makes evening dresses of Rodier's mouslikasha, as soft and light as thistledown. Paquin uses *drap de soie*—a silk with a broadcloth weave—for important evening dresses. Some of the most impressive dresses at Worth, too, are made of fine woollens.

FRESH FLOWERS AND AQUARELLES

Add fresh, natural-looking flowers to the aquarelle evening crêpes, and you get a deliriously lovely combination. Augustabernard puts short, cap-like sleeves of vivid, life-sized nasturtiums on a daffodil-yellow chiffon evening dress. Again, she centres a bunch of vivid pink sweet pease high at the waist-line of a lilac crêpe. Without deliberately indicating the high waist-line, Augustabernard often suggests it in some such way as this. Chéruit has a dress of Bianchini's heavy mat satin in deep, light blue, with a garland of blue roses starting at the lower-left corner of the décolletage and continuing under the arm to emphasize the deep, diagonal line of the dress. Mainbocher uses white hyacinths on camellia-red crêpe, to bring the waist-line up under the line of the bosom, and puts blue hyacinths around the décolletage of a white crêpe dress. Lelong places a clump of narcissi at the lower corner of an asymmetric décolletage on a dress of dull and opaque white crêpe, the only note of colour in the long green stems of the flowers, which form one shoulder-strap (illustrated on page 48 of the March 15 Vogue). This diagonal line is important at Paquin, Patou, Lelong, and Chéruit.

There's one other story about the important evening dress: the contradiction between front and back. You see a dress from the front, and it looks simple, almost plain. It swings around, and reveals itself as a *grande robe*. The lovely pale pink Lanvin dresses with looped-back panels—one, two, or three—are in this group; so are the Mainbocher white crêpe dresses with striped or polka-dotted panels, sweeping at the back.

There are glamorous evening dresses, if you (Continued on page 111)



The New

PERFUMED LINIT BEAUTY BATH

Instantly Makes the Skin as Soft as Velvet!

THE NEW, perfumed Linit Beauty Bath brings the fragrance of an old English Lavender Garden to your bath.

Swish half a package or more of the perfumed Linit in the tub. Notice that the bath water instantly feels luxuriously soft and creamy. Bathe as usual with your favorite soap. Then, after drying, feel your skin...soft and velvety smooth!

Linit is the modern way to exquisite personal daintiness—perfumed with the scent of lavender flowers. Thousands of America's loveliest women daily enjoy the soothing luxury of this sensational beauty bath.

Perfumed Linit (in the green, cellophane-wrapped package) is sold by grocery stores, drug and department stores. Ask for a package today.



THE GOSPELS OF BEAUTY

(CONTINUED FROM PAGE 55)

rest and get themselves together during the night, not be cramped up in a clinch. Remember, too, that when they feel—and look—drawn and nervous, the good old gesture of wringing the hands brings relief and relaxation.

Almost any good hand cream will do a gentle job of bleaching, the while it softens or finishes, but, if you want a thoroughgoing bleach, you can get it in cream or lotion form. And there is also an incredible lotion which turns your hands white before your very eyes. If you used it often, it would probably dry your skin up and shrivel it away, but if you want to be a Lily Maid in an emergency, there's your way. If you don't want a bleach, your equipment for hand beauty should number a lotion, a softening cream, and a finishing cream, all of which have a nice way of lasting a long time.

UP TO THE ELBOWS

Whatever you do for your hands, you should do, as far as possible, for your arms and especially for the elbows. The lotion after washing, the cream at night, the finishing preparation when you go out—carry the good work right on up! The night gloves already mentioned can be had long enough to go over the elbow. If the arm flakes, with the bits of dried skin that sometimes appear there and nowhere else, the way to attack this is with a brush and paste made of equal parts of almond meal and powdered pumice in warm water. You sit in your tub and scrub, and then smooth on a cream or lotion.

If you want to reduce your arms, the surest and soundest way is to go to a Swedish masseuse and have her wear you down. For those of infinite patience and persistence, there are exercises. Vogue has published these before and will be glad to send them upon request. No matter how much we have learned to depend on our facials to keep us beautiful and our body massage to keep us young, a treatment for the arms or hands, per se, dawns upon most of us as a revelation. Both flourish, however, and you have not truly felt the pulse of beauty until you have experienced them in all their detail.

But, suppose you look down at your hands lying dejectedly in your lap. They are wrinkled and lifeless and sallow, and you feel you can't go to the ball at all with them. Then, Cinderella, you can have some new hands, or new skin, at any rate. For out of a bottle comes a liquid genii which is spread on your hands and takes away with it the old worn-out skin that has been there too long anyway, just as you see it vanishing like a tired ghost, in the sketch on page 54. It's like the snakes, only nicer. Of course, this can be done only by the specialist who created it, and Vogue has only seen it done in New York, to date.

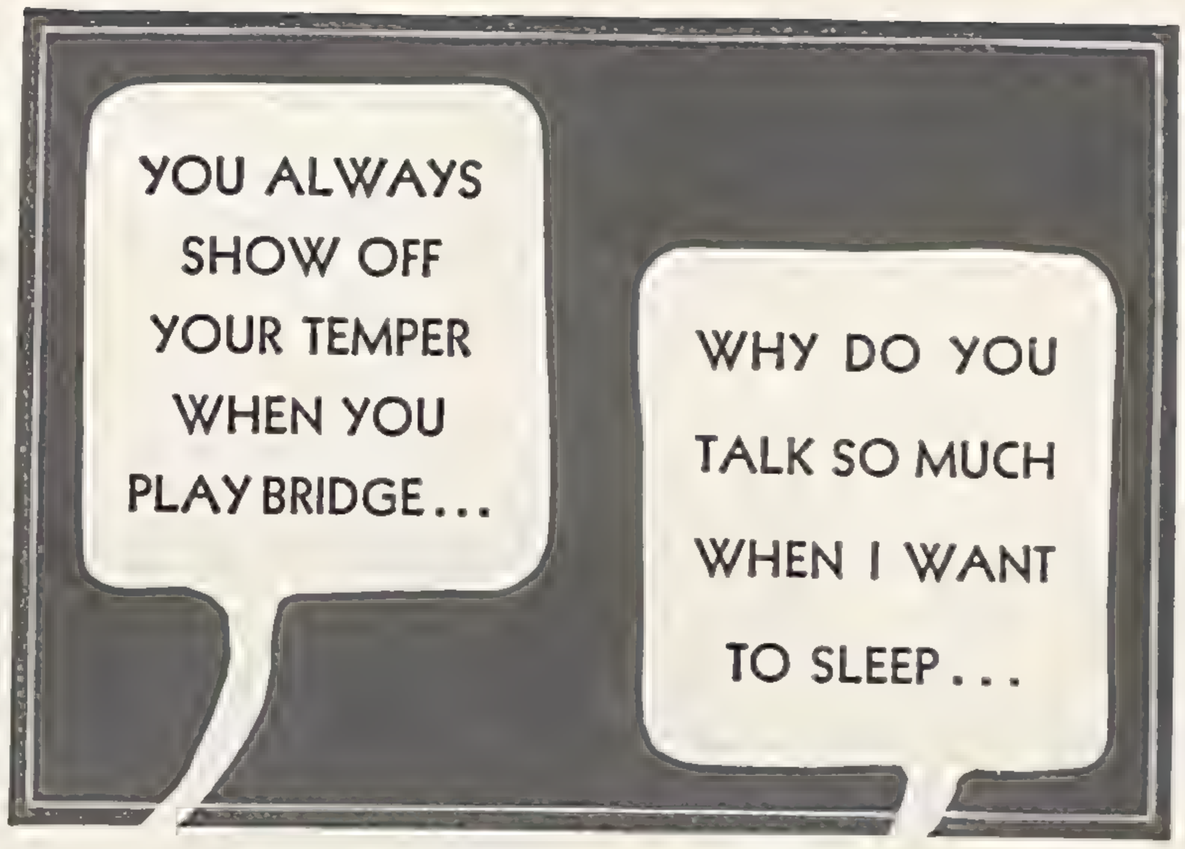
Now, when your hand is so beautiful that you can perpetuate it in plaster and write your name on it with pride, the way Cecil Beaton's friends did on the walls of his bathroom in his house in England, you can turn your attention to the tinting of your nails. For that, my beauties, is a matter of vast importance. The day when your manicurist asked you "light or dark polish?" is a dead day. Now, the choice lies among six or seven shades, and the decision rests upon what you have on, and how the polish looks with your skin. A true garnet may make your hands look white as an angel's, while a coral might be just the tone to make them sallow. Salmon-pink nails will be lovely with a blue costume. A deep red is dazzling at night with white. Incidentally, this red light of fashion has led a varied life of stop and go. Some two years ago, a few very smart women, first on the Continent, then in New York, were seen wearing the new deep blood-red. In a matter of months, it was a matter of mass fashion, and smart ladies dropped it with celerity. In the last few months, smart fingers have again been seeing red more and more. Vogue still feels that the blood shades are brilliant and decorative in the evening, but a little too, too violent for the light of day.

The true clear colour is what you want in your polish in the end, no matter what shade you choose. And, if you go in for complementing your costume colours, here's the rule. For bright, high costume colours choose neutral polish shades, with a special eye out for red; and with soft or neutral clothes, brighter ones. If your nails are ridged, a deep polish accentuates this, while a light polish minimizes it.

THE IDEAL MANICURE

Of course, the ideal manicure procedure is to have a professional manicure every week, and have your maid take care of your nails in between—or take care of them yourself. And the next best is to do it all yourself with all the thoroughness and finish of the expert. Vogue has told many times how a manicure can be given at home, and full directions come with every bottle of polish you buy. The thing is to watch out for the fine points. Provide yourself with the full equipment of the professional, from her flexible file to her little bowl of soapy water. Soften the cuticle well before you approach it with your orange-wood stick. It is the poking at the sensitive undernail before it grows out that makes those white spots. Buff on a powder polish before, as well as after the liquid for a high lustre. Never cover the "moons," and take the polish carefully off the tips. When the nails are being tinted, be sure to rest the hand flat on the dressing-table in front of you, so the fingers won't move. And—this is probably something you didn't know—just before you put on your polish, apply a bit of polish remover to the nail. Any slightest film of natural oil, cuticle salve, or even soapy water encourages the polish to peel. And, every night of your life, put on a cuticle softener of one sort or another. There are all sorts of new things that are fun in the manicure field, from a polish set done up like a Chinese snuff stand to a bleaching pencil, which, believe it or not, has refill "leads."

And now the reason why we have joined hands and feet so snugly together in this essay comes to light, as indeed, do the very toes themselves. For this is the season when all the (Continued on page 111)



But the mistake wasn't the bridge game . . . it was the wrong coffee.

MANY people go out of their way to find the reason why they don't sleep at night. When all the time, it's right at their own table. That's why modern hostesses are now serving a coffee that lets you sleep —Kellogg's Kaffee Hag Coffee— at all their entertainments.

For then they can be sure that every one can drink coffee without fear. Kaffee Hag is an improved blend of real coffee — guaranteed to be 97% free of caffeine and indigestible wax. It is not a substitute but one of the finest coffees you ever tasted. Best of all, you can enjoy it any time— anywhere. It will never keep you awake or affect your nerves.

Try it tonight. If you aren't entirely satisfied return the empty can to us and we will refund your money. Roasted by Kellogg in Battle Creek. Vacuum-packed.

REAL COFFEE THAT LETS YOU SLEEP

SCANTIES

by Model



Fling away your excess underthings! To have that smooth, unbroken line—that stylish accentuation of every graceful curve—wear Scanties and a dress, that's all! Not every four-piece garment is a Scanties. Be sure you are buying the only original and genuine Scanties. LOOK for this Tag below!

Style Illustrated 625 in pink or peach
$10.50. For sale at all leading stores.

Look for this Tag!

Model Brassière Co.
EMPIRE STATE BUILDING
5th Avenue at 34th Street, New York
E. & S. Currie, Ltd., Toronto, Canada

IT'S ON PAGE

Automobiles & Accessories

	PAGE
Chrysler	*Facing* 112
Fleetwood Coachcraft	97
Packard	*Facing* 96
Studebaker	85

Candies & Foods

Kellogg	109
Wrigley's	111

Cameras

Eastman Kodak	99

Cigarettes

Camel	*Facing* 24
Listerine	111
Lucky Strike	Back Cover
Marlboro	100

Corsets, Hosiery, Lingerie & Accessories

Gossard	94
Holeproof Hosiery	*Facing* 25
Lily of France	86
Modart	98
Model Brassière	109

Fabrics

Forstmann Woolens	8

Furniture

The White Furniture Co.	90

Hotels & Travel

All-Year Club of Southern California, Ltd.	23
Bellevue Stratford	22
Canadian Pacific	19
French Line	*Facing* 97
Hotel Pierre	22
Matson Line	23
North German Lloyd	88
Norwegian Govt. Rys.	22
Swedish State Rys.	21
Swiss Federal Rys.	22
Travel Directory	20–21
United States Lines	21

Jewelry & Silverware

International Silver Co.	24b & c
Tiffany & Co.	1
Towle Silversmiths	4

Millinery

	PAGE
Knox Hat	2
John B. Stetson Company	84

Ready-to-Wear

Bradley Knitting Mills	18
Marinette Knitting Mills	14
Printz Biederman	16
Storyk Bros.	102
Wilkin-Malito, Inc.	11

Schools & Camps 25–29

Shoes

Darex Soles	112
Delman	82
Enna Jettick	17
Florsheim Shoe	10
Laird, Schober and Company	6
Queen Quality	15
Rice-O'Neill	101

Shoppers' & Buyers' Guide 24

Shops

G. Atkins, Inc.	30
Henri Bendel	7
Bergdorf-Goodman	5
Best & Co.	3
Coulson Linens	30
French Bootery	30
Elsie Greenough	31
H. Jaeckel & Sons	108
McCutcheon's	96
Adele Morel	30
Miss Penn	31
Pierre	31
Saks-Fifth Avenue	32
Shoecraft	31
Franklin Simon	9
Jessie Franklin Turner	30
Mary Walls	31
Charles Walnut	31

Toiletries

Ambrosia	89
Armand	92–93
Caron	34
Cheramy	103
Marie Earle	107
Eugène	95
Parfums Grenoville	*Facing* 1
Houbigant	83
Limit	108
Listerine	81
Pepsodent	91
Squibb Aspirin	105
John H. Woodbury, Inc.	79
Zip	87

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index

SEEN ON THE STAGE

(CONTINUED FROM PAGE 53)

But he seems a little thin or rather short—he lacks the essential Titanic stature. His speech, while it has dignity and resonance, never attains the magnificence of the Gettysburg Address or the Second Inaugural.

"If Booth Had Missed" has many other flaws which contribute to non-participation. Goodman makes Mrs. Lincoln petty and stupid. In both the writing and the acting of Royal Dana Tracy, Stanton, the Secretary of War is at times almost grotesque. One detects in Aubrey Beattie's Grant no sign of a powerful commander of men. In fact, the only character in the large cast other than Lincoln who has much semblance of reality is Thaddeus Stevens, played by John Nicholson. But Daniel Poole's Lincoln strives for fine simplicity, a yearning, a Christ-like charity. It catches something of that quality of pathos which irradiates those who are truly good and delicately sensitive. It has, also, what Justice Oliver Wendell Holmes calls "the subtle rapture of a postponed power." Poole catches the "feel" of the Great Emancipator—as much of it as the author permits.

Milton Smith's direction is earnest, but neither adroit nor maladroit. Frequently, reverence or fear of not "making his points" impels him to slow up the pace perilously. And he has neglected to eliminate much matter that is not necessary and serves only to accentuate the slowness.

With "If Booth Had Missed," Walter Hartwig, who is associated with Daniel Frohman in conducting the Actors' Fund, makes his début as a producer.

"The Fatal Alibi"

Early in the season, Gilbert Miller presented an absorbing English melodrama called "Payment Deferred" at the Lyceum. The actor who played the leading rôle drew loud, joyous superlatives from the critics, if not from the public. The play was not successful, but Charles Laughton was. Now, he is appearing at the Booth in "The Fatal Alibi," another English melodrama, a murder mystery, adapted by Michael Morton from a story by Agatha Christie. This time, under the management of Jed Harris. The joyous superlatives are again heard—and are well merited. He plays a French detective—utterly different from the beaten-down little London clerk of the earlier drama. If he suggests more the Frenchman of Anglo-Saxon cartoons than a real Gaul, he must not be blamed. The rôle is written that way, and he exaggerates a bit to give the play badly needed sprightliness. Although a bouncing, buxom figure, he is economical; he wastes neither gesture, movement, nor voice; everything he does "tells." His performance is delightful and intriguing.

Not so much can be said of the drama itself. While decidedly effective in places and for long stretches, its insistence on meticulous detail too often relaxes the tenseness which such a subject needs. And, besides, it confuses. The author and producer and director appear to have forgotten that elaborate detail does not necessarily interfere with the enjoyment of a book or a story, but, in the theatre, where everything passes rapidly and must be comprehended as it passes or not at all, where there is no opportunity to look back and check up, anything involved may be hazardous. Because of the mathematical insistence on time and place, "The Fatal Alibi," while ingenious and smooth, lacks sweep; like scientific charts, it bewilders the layman.

In addition to Laughton (he also directed), the cast includes Moffat Johnston, polished and expert as ever, the simmering Edward Crandall, and Helen Vinson, the young girl whose work in "Berlin," a few weeks back, attracted attention—she has more opportunity in this, and she takes full advantage of it.

"Monkey"

Robert Sparks, the impresario who presented the moving negro tragedy "Never No More" last month, is now sponsoring what the program terms a "detective comedy" bearing the unfortunate title of "Monkey." It was written by the late Sam Janney.

"Monkey" is a detective play which pokes fun at detective plays. In both capacities, it is effective in spite of a lamentable garrulity and an overdrawn central character. That character (an investigator nicknamed Monkey by his fellows of the police department because of his mannerisms) makes his initial appearance late in the first act and never leaves the stage or its centre thereafter. He talks and talks. And, as he talks, he limps and jumps and squeals and chuckles. Between times, he is an alert, skilful, resourceful detective, and the play progresses.

Richard Whorf, who enacts the title rôle, uses every device he can think of to exaggerate an already exaggerated character. An actor of wide experience, he has had practically no opportunity to display his talents on Broadway. This is his first "big break"—which may account for his anxiety to leave nothing undone to make a "hit," and, as always happens, the actor who leaves nothing undone does too much. Yet, despite the overstraining—both by the author and the actor—his Inspector Henderson "registers." It will not quickly be forgotten.

Edward McNamara, whose officer of the law contributed much to the success of "Strictly Dishonorable," is again a policeman in "Monkey," as deliciously moronic as before.

"Zombie"

On a board outside the Biltmore Theatre, one may now read: "Zombie, A Drama of Startling Revelations." The locale of the play inside is Haiti, where, it seems, soulless bodies can be raised from the grave and made to labour. Such soulless bodies are called "Zombies." In them, Kenneth Webb has found a startling—and provocative—basis for a drama, but his dramaturgy is not equal to the task of exploiting it. "Zombie" skims the surface, more a sketch than a portrait. One constantly longs for fuller development, a richer use of fine material. From such material should have come a contemporary "Trilby" of the Tropics.

ADVANCE TRADE EDITION OF VOGUE

A SPECIAL SECTION FOR MERCHANTS

The purpose of the Trade Edition of Vogue is to summarize all the information contained in the magazine in brief and practical terms.

It also anticipates, with advance news and illustrations, trends that will affect the merchandising of future fashions. This material will not reach the public until succeeding issues of the magazine.

THOSE ELIGIBLE FOR TRADE SUBSCRIPTIONS

Retailers, manufacturers, and advertising executives are entitled to receive the Trade Edition of Vogue if their subscriptions are placed direct with the publisher—not through any agent or agency.

Trade subscribers are also invited to consult us, either in person or by letter, on questions of fashion, merchandising and promotion. For information write Vogue Editorial Service Bureau, 420 Lexington Ave., New York City.

APRIL 1, 1932

FASHION POINTS

Quotations from the editorial pages of Vogue. Introduced by "Vogue Says", they may be used to increase the fashion authority of your advertisements and displays. Only the quotations listed on the Fashion Points page of the Vogue Trade Edition can be used without specific written permission. The entire contents of Vogue, including these Fashion Points, are copyrighted 1932 by the Condé Nast Publications, Inc.

For the fur buyer:

Vogue says: "This is an open season for fox."

Vogue says: "If you're going to be practical, have a short fur cape or jacket and wear it with your formal or informal evening clothes."

For the dress buyer:

Vogue says: "Pre-War glamour comes back."

Vogue says: "Elbow interest is to this season what skirt lengths, waist-lines, and shoulder interest were in other days."

Vogue says: "Short sleeves, full sleeves—chic sleeves."

Vogue says: "The elbow length sleeve and ankle length skirt compromise successfully between formality and informality."

Vogue says: "The high pushed up waist-line has pushed up the neck-line, too."

Vogue says: "The newest idea in printed crêpe ensembles is the printed coat, the plain dress."

For the suit buyer:

Vogue says: "There are short cuts in jackets."

Vogue says: "This is the latest economy racket—a suit with two skirts."

For the stocking and glove buyers:

Vogue says: "Key your gloves and stockings to the new spring colours."

For the fabric buyer:

Vogue says: "It really is the cloth that makes the clothes this season."

Vogue says: "White with a tinge of yellow is newer than dead white in an evening dress."

For the millinery buyer:

Vogue says: "A girl going about town will very likely wear a little straw Breton sailor."

Vogue says: "With town and country clothes, sailors with a roll and dip are generally the best hats."

II

LATEST PARIS CABLE

Coats - Sportswear

LINEN AND HEAVY RIBBED COTTON TOPCOATS FOR RESORTS, AS CHANTAL'S MARVELOUS APPLE RED LINEN TOPCOAT, MAGGY ROUFF'S LINEN AND COTTON RESORT ENSEMBLES WITH LONG DOUBLE BREASTED COATS. STOP OVERALL OR JUMPER DRESSES WITH SHORT PUFFED SLEEVE GUIMPES, USUALLY WHITE COTTON, SHOWN BY LANVIN, GOUPY, LYOLENE, FOR COUNTRY, RESORTS.

Millinery

NEWEST, SMARTEST HATS LEAVING ONEISDED EFFECT BECOMING STRAIGHTER ON HEAD. STOP OFTEN ANCHORED FIRMLY OVER EYEBROWS AND LOWER AT BACK OF HEAD. STOP BRETON SAILOR UNDOUBTEDLY WILL CONTINUE IN GENERAL POPULARITY. STOP REBOUX SHOWING MANY HUGE, ALMOST SHOULDER WIDE, SAILORS IN PICOT OR PAILLASSON, USUALLY WITH SMALL, TIGHT CROWN; MANY WITH SLIGHT DIP BOTH FRONT BACK; SOME ALSO SLIGHTLY TURNED UP AT SIDES. STOP AGNES CANOTIERS, SMALL, CLOCHELIKE; ALSO DIPPED FRONT, BACK WITH SQUARISH, DEEPER CROWNS. STOP MANY FLOWER FEATHER RIBBON TRIMMINGS, APPLIED IN MOTIFS AT FRONT OR SIDE, OCCASIONALLY ALLROUND. STOP PINK AND YELLOW PRIMROSES IN BUNCHES OR TWO TO THREE INCH FLAT ROUND MOTIFS; ALSO EASTER DAISIES, FORGETMENOTS, NATURAL FIELD FLOWERS, DAISIES, CORNFLOWERS, BUTTERCUPS, COWSLIPS. STOP SOME ROUND FLOWER MOTIFS HAVE PLEATED GROSGRAIN FRILL. STOP BRIGHTLY COLOURED FEATHERS IN FLAT APPLIED MOTIFS. STOP GROSGRAIN COCARDES, BOWS; ALSO REBOUX BLUE WHITE LINEN RIBBON STRIPED LENGTHWISE.

Millinery Trimming - Jewellery

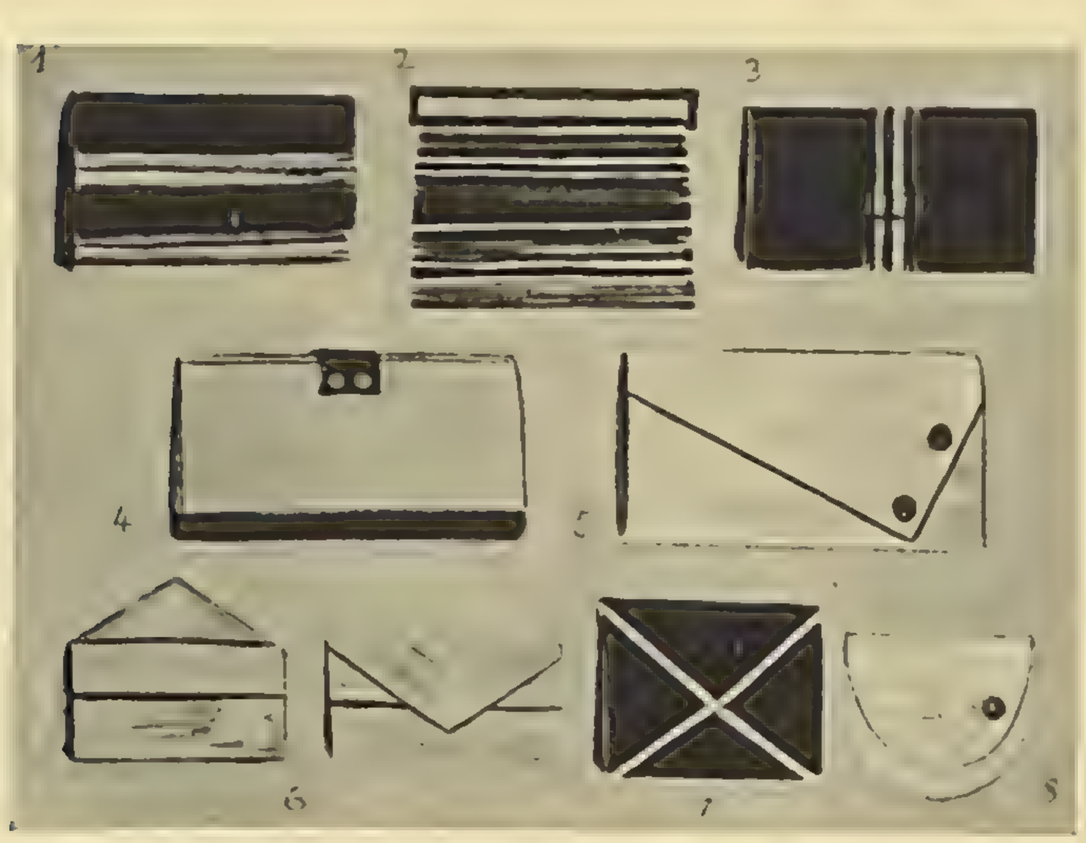
SMALL BROOCHES WITH TWO CELLULOID FIELDFLOWERS, AS ONE DAISY ONE CORNFLOWER ETC. TO PIN WHERE DESIRED.

Ribbons

CHARMING USE RIBBONS IN SASHES, TRIMMINGS. STOP NEW TRICK FOR EVENING, TWO FLAT FLOWERS JOINED BY RIBBON AT BACK TO SLIP OVER SASH.

PARISCOPE

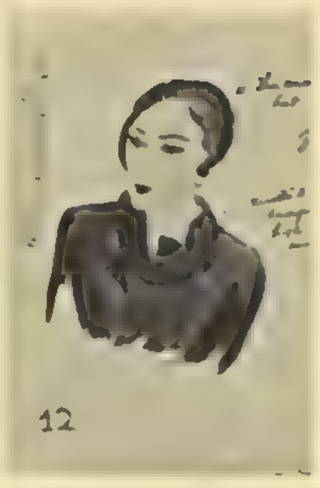
These sketches illustrate the vogue for knitted effects, shown in the knitted hat with the popular high pointed crown—the knitted hat with the sausage brim—the knitted scarf, draped in the novel high-low way—three new sweaters; —new bags showing the use of stripes—the tailored evening bag—the chic of stitching—the use of straw and also of felt; —the smartness of the separate jacket for sportswear.



NEW DEVELOPMENTS IN THE BAG MODE

1. Black crêpe de Chine with striped colonial braid. 2. Striped corded silk. 3. Striped silk and plain marocain. 4. Dark and pale blue felt. 5. White straw piped in red leather. 6. White crêpe de Chine. Stitched design for evening. 7. Black and white satin evening bag. 8. White stitched crêpe bag with a jewelled fastening.









THE VOGUE FOR KNITTED FASHIONS GROWS

The sweater, so important in the present mode, has like everything else acquired the habit of stimulating some other article of dress. Just as coats and suits now look like dresses, so sweaters become blouses and tailored jackets. 9. Seen at Cannes. A feminine sweater has a loosely knitted yoke and tie embroidered with white angora polka dots. 10. An open work band is encrusted like a figure eight on a navy blue sweater. 11. Seen at Cannes. Separate tailored jacket in Prince of Wales grey flannel worn with white skirt. Black and yellow striped scarf, knitted hat with popular high pointed crown. Note how the black heels repeat the black accent of the scarf and hat. 12. The new knitted hat with sausage roll brim is much seen. The knitted scarf is draped high-low in the new manner. 13. A strictly tailored type of sweater in navy blue buttons at the side and has two breast pockets. The polka dot scarf is in white and red, and the skirt is of rough red woollen. Again the knitted hat with the sausage roll brim is shown.

TO NOTE IN APRIL 1st VOGUE

Dresses. Pages 60-61. Six illustrations of dresses suitable for either formal afternoon or informal evening wear.

The perennially smart polka-dot appears on a chiffon dress.

Another chiffon frock, with lace sleeves and yoke, is excellent for theatre wear.

A deep fuchsia chiffon dress has elbow length puffed sleeves.

A grey-green crêpe dress has the important high, collarless neck-line.

The surplice, tied waist-line in a short-sleeved crêpe dress is emphasized by lattice trimmings.

A crêpe roma dress may be chosen in three lengths, depending upon the degree of formality of the occasions for which it will be worn.

Page 74. A red wool dress, with a separate cape-scarf trimmed with black Persian lamb, makes a charming street costume.

Page 77. A dark sheer wool dress has a smart printed silk scarf.

Furs. Page 36. Four silver foxes, mounted on grey woollen and worn with a grey woollen dress, achieve a luxurious ensemble.

Millinery. Page 36. The immense straw brimmed sailor returns.

Page 38. Knitted peaked caps are worn with the Empire silhouette.

Page 40. Lanvin's navy-blue picot sailor is worn horizontally.

Page 74. A flat little pancake of a hat is trimmed with a red feather.

Page 77. A natural milan straw is wearable with various types of costumes. All of the brimmed hats on this page are of the cloche-like type now being strongly revived.

Suits and Ensembles. Page 38. A grey coat and dress ensemble has a brown gilet and striped scarf and is worn with a red hat.

A yellow-beige suit has a striped blouse which pulls over a dress with a bathing suit décolletage.

Page 39. White splashes on black make a printed suit of great sophistication.

Page 40. One of Lanvin's successful striped dresses is made in crêpe for town wear. A blue crêpe coat with kimono sleeves completes the ensemble.

A navy-blue crêpe suit has the important mushroom silhouette, with an elbow length cape. The sailor shirt is made of horizontally striped crêpe.

Page 68. A grey flannel suit is cut on the lines of the sack suits worn by young men at Oxford.

The ever-useful navy-blue suit has three-quarters sleeves in a 1932 version.

Red suits are new in the fashion picture.

A brown-and-beige three-piece knitted suit appears for town wear.

A plaid taffeta blouse gives a spring-like air to a navy-blue wool suit. Note the buttons all the way down the front of the skirt.

Page 69. The latest idea is a two-skirt suit.

A checked tweed jacket comes with a skirt to match, and also an alternating plain dark skirt.

A green chenille suit has an extra skirt in blue. Note the use of scarfs, bows at the neck or boutonnières with suits this spring.

Evening Dresses. Page 42. "Fleurs en Folie", of flowered crêpe, is in the new silhouette with a spreading skirt below a fitted bodice.

"Carina", of rose-geranium chiffon, exemplifies the Patou bluebell silhouette.

Page 43. "Guirlandes de Roses", another flower print, is in rose and green on white marquisette and has a garnet velvet sash.

"Ambassadeurs", a Patou dress of dégradé grey marquisette with varicoloured flowers, has a high waistline and simple bertha.

Page 57. Blue accessories enliven a blue-grey crêpe Roma dress, with matching jacket trimmed in fox.

A flame-coloured chiffon with covered shoulders also has touches of grey fox.

Page 58. Bands of mink trim a jacket of white crinkly crêpe, giving it a quaint old-fashioned appearance.

Page 59. A black taffeta jacket with enormous puffed sleeves ties over a black chiffon dress with two large white roses at the front.

Gloves and Hosiery. Page 64 is a guide in ensembling glove, hosiery and spring costume colours.

Toilet Goods. Page 54. The Gospels of Beauty article in this issue takes up the care of the hands and, what's just as important, the feet.

TRAINING FOR SALES

Many of the outstanding fashions spotted in this issue are given here in quick form that they may be more easily digested by the sales staff in your shop.

The silhouette for spring 1932 resembles several varieties of mushrooms. See page 35.

Capes, sometimes in fur and sometimes in fabric, are a strong feature. See page 36, text page 37, 74.

Wool dresses with elbow capes are noteworthy. See page 38.

The waist-line is still rising. See text, page 39.

Schiaparelli interprets the high waist-line in abbreviated Empire waistcoats and sweaters. See page 38.

Relativity is a fundamental principle in the new mode. Coats look like dresses—dresses look like suits—silks look like wools, etc. See text, page 37.

Cylindrical clamp clips instead of buttons and button holes are another Schiaparelli invention. See page 39.

Interesting fabrics and fine workmanship are characteristics of the new clothes. See text, page 37.

Navy blue is the great spring colour. Text, page 37.

Stripes run through the entire mode. See pages 38, 40, 80.

Highlights of the suit mode are: Grey flannel—Knitted suits—Navy blue—Red—Short sleeves—Plaid taffeta blouses—Skirts buttoning all the way down the front—Two skirts. See pages 68, 69.

Afternoon dresses that can also become informal evening dresses are a steadily growing fashion. See pages 60-61.

Jackets and covered shoulders remain outstanding features of evening clothes. See pages 57-58-59.

Neck-lines frequently terminate in bows. See page 39.

Straightforward, definite prints stand out. See text, page 37.

The print suit makes its customary appearance on the spring scene. See page 39.

PROMOTING FOR PROFITS

This is the time when most shops place their bathing suit orders. To guide the promotion department in planning this advertising, the following brief outline of the new bathing suit mode is given.

Materials

Hand knit woollen effects predominate.
French jerseys continue good.
Mixed and mottled weaves in white with colour in higher priced suits.
Wide wale corduroy knit effects.
Striped effects.

Colours

Blue, especially navy and Patou's new blue.
White, of increasing importance for suits in all price ranges.
Sun yellow.
Red, including wine tones.
Brown, particularly combined with yellow.
Green.
Two-colour effects good.
Colour smartest relieved with white.
Black-and-white outstanding for volume.

Details

The one-piece suit with attached skirt still leads for volume.
The one-piece suit with or without detachable skirt is of increasing importance.
The low-cut V or U back predominates.
The brassière suit belongs in stocks that aim to be complete. It is a fashion best in young and junior sizes or at private beaches.
The romper suit good for young girls.
Strap effects smart but should not be so complicated as to cause an uneven tan.
The high fitted V waist-line new and chic.
Surplice cuts and diagonal fitted lines very smart.

Suggestion for a Bathing Suit Ad

Vogue says, "The average smart woman has about three bathing suits." Use this quotation to sell bathing suit wardrobes, planning them in related colour schemes so that their accessories can be worn interchangeably. Inversely, to the woman who can afford but one suit, sell accessory changes.

SKETCHES RELEASED IN ADVANCE TO THE TRADE



THE eight important trends signaled in the sketches on these two pages are—the vogue for dots—the urge for knitted things—the continuance of colour contrast—the new importance of flannel, particularly in grey as made famous by the Prince of Wales at Biarritz last fall—the preference for suits and suit effects—the steady rise of sheer wools—stripes to rival dots—the overwhelming success of scarfs.

The millinery points made by these illustrations are no less interesting. Note that the hats shown resolve themselves into two general types—brimmed models or berets.

Observe also the general trim effect of all the clothes. This is the basic theme underlying the entire daytime mode for spring.





TWO PAGES SHOWING EIGHT NOTABLE TRENDS



A cross section of the mode as it will be seen in town and country

● Upper sketch on page VI, reading from left to right. Red and white dots on a black crêpe ground. The matching jacket is lined with red mesh wool. Navy and white dotted crêpe with deep V yoke and jacket cuffs of ruffled white lace. Black wool with the top of the dress and jacket lining in silk crêpe on which dollar size dots are printed in red, black and white. Confetti dots printed on navy blue spun silk in yellow, red and beige. Blouse, white satin.

● Lower left sketch, page VI. Two costumes from Mrs. Franklin. A short yellow jacket with wide revers, skirt and scarf of brown wool and yellow sweater blouse underneath. Knitted silk bouclé is the material used for the next costume. The jacket is navy blue, the skirt in a navy blue and grey striped design. Grey sweater blouse under it.

● Lower right illustration, page VI. A double breasted Franklin sweater jacket in white with navy blue skirt and matching blue scarf. By its side, a white one piece Bradley dress. Top is loose open work chenille; skirt closer knit.

● Upper sketch, page VII. A Jane Régny costume with a waistcoat blouse of brown duvetine and grey flannel skirt. The second figure is also dressed by Jane Régny. Violet blue wool crêpe dress, vermilion scarf.

● Lower sketch, page VII. A lightweight woollen ensemble from Molyneux in his special shade of beige. Brown and red stripes are encrusted on top of dress and repeated in the scarf.

VIII

TWELVE BASIC RULES FOR A CHIC APPEARANCE

A FUNDAMENTAL FASHION FORMULA FOR ANY TYPE. IT COMPLETES THE SERIES.

The problem of guiding women in the matter of selectivity or taste in dress is the task to which Vogue is dedicated. Because numerous requests are constantly coming in for information of this sort, the twelve following suggestions, designed to help stores advise customers in quest of a smart appearance, have been compiled.

Rule 1. Make up your mind that it is not easy to look smart. Face the fact that it requires time and thought and trouble. But sell yourself the idea that it is worth the effort. That is half the battle.

Rule 2. Reflect on the truth that you need not spend a great deal of money in order to look well. There never was a time when tasteful things could be found at less cost. There is much inspiration in the fact that the French woman, who is famous for her chic, is equally esteemed for her thrift.

Rule 3. Be open-minded on the subject of the merits of your personal taste. Most of us are both unnecessarily confident and foolishly sensitive about this. In the great international fashion world, however, there are really just about forty women who have sufficient original chic to influence the couturiers in the creation of modes. The vast majority of women, then, are in the position of having to improve their taste in dress—to sharpen their powers of selectivity.

Rule 4. Cultivate the habit of observation and imitation. If most of us cannot be original, there is only one course left to use and that is to be imitative. Therefore study smart magazines and analyse the appearance of smart people.

Rule 5. Analyse yourself with cold-blooded impersonality. Stand before a full length mirror in a good light. Check up your assets and your debits honestly. Resolve to play up your good points and to tone down your bad. This is clever strategy.

Rule 6. Commit yourself to the unfailing wisdom of simplicity. After you are dressed to go forth, again stand before your mirror and frankly appraise yourself. Learn to take off the "extras". This is perhaps the most fundamental thing in the philosophy of a really smart woman. She is inclined to dress "down" rather than "up".

Rule 7. Adopt for your motto, "Quality rather than quantity". Spend as much effort and money as you can afford on each costume until you are satisfied it is perfect. Then do not be afraid to wear it over and over again. Particularly if you have passed the slim, school girl stage is it important for you to realize that cheap little dresses in quantity are not half as prudent as one or two really good ones with that all important thing—line.

Rule 8. Learn to recognize and insist upon good lines and perfect fit. It is the most important thing in dressing.

Rule 9. Resolve to buy thoughtfully and slowly. Try to minimize the occasions on which you have to run out and, in a few hours, buy a dress for some special purpose. Steel yourself against buying anything until you are entirely convinced it is what you want. Try always to have a wardrobe that is as complete for your needs as careful planning can make it.

Rule 10. Make a habit of up-keep. The most expensive dress in your wardrobe is a total loss unless it always appears immaculate and perfectly pressed and unless you yourself are meticulously groomed.

Rule 11. Learn to balance your purchases. Spend most for the clothes you wear most. It is often advisable to spend relatively more for your hat and shoes than for your dress. A simple, inexpensive but well fitting dress can frequently look like a million dollars with a dashing hat and good shoes to give it tone.

Rule 12. Don't be squeamish about a judicious use of make-up. Rouge must never be obvious. Perhaps you can do without it altogether. But lipstick is a chic requisite—enough to look as though it really *is* lipstick. A smart coiffure is fundamental.



You'll like our Stepchild THE LISTERINE CIGARETTE

We always looked upon the Listerine Cigarette as a stepchild. The real darlings of the family were Listerine, Listerine Tooth Paste, and Listerine Shaving Cream.

But now our little stepchild seems to have developed charm and appeal, to say nothing of popularity. You'll realize that yourself the moment you get acquainted.

Listerine Cigarettes are an extremely mild and pleasing blend of American and foreign tobaccos. To this blend has been added certain of the essences of Listerine. The result is a cigarette that gives you a delightfully cool and satisfying smoke.

Listerine Cigarettes are not to be confused with medicated cigarettes whose essences are so pronounced that they annoy the habitual smoker. Listerine is mild and bland. Aside from that cooling effect, you can scarcely believe that you are not smoking your favorite brand.

By the way, if you have sinus trouble, or are getting over a cold, you will be amazed to see how effective Listerine Cigarettes are in clearing the head.

Buy a packet today. If your druggist or tobacconist does not have them in stock, he will be glad to order them for you. Lambert Pharmacal Co., St. Louis, Mo., U. S. A.

Listerine CIGARETTES

CELLOPHANE WRAPPED



THE PARIS OPENINGS

(CONTINUED FROM PAGE 108)

want them; there are plenty of simple dresses, too. A changeable, contrasting bodice, with sleeves, as at Lanvin, is a practical and charming idea. Capes, either separate or incorporated in the cut of the dress, often take the edge off the formality of a model. Many of Lelong's most beautiful evening dresses are built on this idea.

For the practical evening dress, it's deep midnight-blue, rather than black. Patou shows many dinner-dresses of midnight-blue satin or crêpe, with an excellent line. They are ankle-length, very simple, and often have a colour note in the drapery that lies flat on the shoulders, quite close to the base of the throat. Augustabernard has a beautiful dark blue satin with a strident bow alight on the left shoulder.

If you are going to be practical, have a short fur cape or jacket and wear it with your formal or your informal evening clothes. It's right with both—ermine, silver fox, sable, or mink. Lanvin has a staggeringly lovely collection of these fur capes; some mounted on fabric; some all fur.

There are many little fitted evening jackets, bordered all around with fox. Louiseboulanger and Mainbocher show them, and Mainbocher has a tiny white silk bolero practically swallowed up in pale grey fox.

The long velvet evening coat has no fur trimming at all. It is very distinguished when perfectly plain. A beautiful example is Lelong's black velvet evening coat called "Titien"—closed-in at the neck-line, with gradually widening puffs in the sleeves.

THE GOSPELS OF BEAUTY

(CONTINUED FROM PAGE 109)

little toes are going not, to market, but right down-town to have a pedicure. And let there be no confusion about this. The pedicure, and the pedicurist, make your feet beautiful, and the chiropodist makes them comfortable. And don't follow the example of the young woman who, intent upon keeping her terms straight, landed before a bewildered young pediatrician demanding a foot treatment.

Pedicures have been going on for years in a quiet way among a few smart women who acquired the habit on the Continent, until shoes began to break down and show all. Then, when stockings suddenly said goodbye to their toes, too (like those in the sketch, from Slater; the shoes are from Saks-Fifth Avenue), something had to be done about the state of our feet. Either we take them in hand and shape them and tint them ourselves or go and have the pedicurist do it, which is much more fun. It is the same as a manicure, and you can have your toes done up in the same colour as your fingers, if you like. You lie at ease in a chair, as the lady is doing in the sketch, and your toes are treated with the same tender solicitude as your face or your fingers would be. Then, if you like, your legs are finished off with a make-up.

Another treatment for our legs, and sometimes even for the toes, that can't be neglected, is removing any superfluous hair that exists. As stockings grow sheerer, or entirely minus, this becomes more of a problem. In New York, you can go to a salon where the hair is taken off with an epilator, and, what is more, it stays off for a month or two months or longer. You can do this for yourself, of course, by purchasing this preparation or any good depilatory, but having it done in the salon is a grand form of self-indulgence, and is very lasting.

No matter how smooth and white our legs, how pink and white our toes, we are not going to be a bit happy about them if they hurt. Really serious illnesses have developed from minor foot ailments, and there is the current saga of the famous physician in Canada, who cured a patient of a foot ailment and found he had warded off oncoming blindness. So, if there is anything serious the matter with your feet, the person for you to see at once is a foot surgeon. But, if it is just that your feet are tired, that there are miserable little corns and callouses, then the chiropodist is your salvation. And what a grand experience it is to have your feet brought back to life by one of these capable persons, to have the callouses smoothed away, the feet limbered and enlivened.

You can also do a bit of this sort of rejuvenation for yourself. Take some of one of your facial creams and manipulate your foot. Bend the toes back and forth and massage underneath the cushioned arch. You can smooth tiredness away miraculously. Then, even the most tired feet need exercise, and a good general one for making the muscles supple is to rotate the foot, with the ankle as a pivot, without moving the leg. Do it slowly, forcing the foot forward in front and back in back. Then, pick up marbles with your toes. The thought that some one may come in and ask you if you wouldn't rather play jacks is as nothing to the flexibility, the ease that comes to your toes if you keep at this. These also exercise the calf muscles which suffer more than any, due to—yes, you have guessed!—our high heels. Incidentally, if you have trouble with your feet, high-heeled pumps are the worst shoes you can wear, because they don't even pretend to keep your foot in place. If you are buying a "sensible shoe" (they aren't as bad as they sound, by the way, and certainly not as bad as they used to be!), judge it by the straight inner border. The more curve it has, the less good it will do you, probably. And this straight inner border should be the criterion for all children's shoes. Close at the heel, broad at the toes, that is the way children's shoes should be fitted. If there is anything wrong with their feet take them to the doctor. And let them go barefoot as much as they can. And then your little girl will grow up to be a Trilby!

• Upon receipt of a stamped, self-addressed envelope, Vogue will be delighted to give you the names and addresses of the salons where the preparations and treatments mentioned in this article are available. Address Vogue's beauty editor.

Penny Facials



1 TRY THIS

to beautify the face. Press the knuckles very gently as illustrated and chew a stick of DOUBLE MINT 25 counts.

2 DO THIS

Keep chewing for 25 more counts with the hands flat against the face as shown to feel the muscles pull and tighten.

3 AND THIS

Place the fingers lightly. Chew on one side and then on the other for 30 counts, swinging the head in rhythm.



M-60

• *Make a weekly habit of patronizing your Beauty Shop. Make a daily habit of chewing Wrigley's.*



Copr., 1932, The American Tobacco Co.

"Give me Lucky Strike every time"

THEY'RE DOTTY ABOUT DOTTY

Dorothy Mackaill's great-great something-or-other was Bobbie Burns, the famous Scotch poet, and she's as popular in Hollywood as golf—'nother Scotch import. She is more popular with prop boys and electricians than any star in the chin-ema city. Her favorite pet is a Brazilian monkey. You see the monk in the new FIRST NATIONAL PICTURE, "SAFE IN HELL." Dorothy has smoked LUCKIES for six years, and not a cent was paid for her statement. We're mighty pleased with the nice things Dorothy Mackaill says about LUCKY STRIKES, and so we're making a sweeping bow and saying, "Thanks, Dorothy Mackaill."

"My throat is all important to me. No harsh irritants for yours truly. Give me LUCKY STRIKE every time. And pat yourself on the back for your new Cellophane wrapper with that tab which makes the package so easy to open."

Dorothy Mackaill

"It's toasted"

Your Throat Protection—against Irritation—against cough

And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

TUNE IN ON LUCKY STRIKE—60 modern minutes with the world's finest dance orchestras and Walter Winchell, every Tuesday, Thursday and Saturday evening over N. B. C. networks.

CN00029300